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Peninsula News

The Only Newspaper 100 Percent Interested in San Diego's Peninsula Area. Serving 60,000 Population in Ocean Beach-Point Loma-Loma Portal-Midway.

No. 21—Thirty-sixth Year. Ocean Beach, San Diego 7, Calif. Thursday, March 22, 1956 Phones: AC 3-3156 - AC 3-3157 Ten Cents a Copy EIGHT PAGES

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HERE'S the POINT

By SPENCE HELD

I'm partial to football players, even in baseball season, and when Bob Griffin of the L. A. Rams dropped into the Peninsula News office the other day I was glad to postpone my chores for a moment and talk football with him.

He's a fair-sized lad, 6-3 and 240, from the University of Arkansas. He's been a linebacker with the Rams since '53, and perhaps you've seen him on TV—or in the flesh at the Coliseum.

Bob allows as how he likes pro football better than the college game. "It's more fun, and there's more spirit," he said, contradicting critics who claim the pros are interested mainly in their paychecks.

* * *

As a linebacker he concedes that such ends as Billy Wilson of the 49-ers and Pete Pihos, Philadelphia Eagles, are "hard to cover."

He's high on Skeet Quinlan, Ram halfback, formerly of MCRD and San Diego State College. When asked about other outstanding backs in the league, he mentioned Ollie Matson, the West Coast flash who plays for the Chicago Cardinals. "Matson is both big and fast," he pointed out.

Griffin married a San Diego girl, Georgine . Nebeker, 14 months ago, and is residing at 4460 Maryland St. He's a friend of Harold La Fleur and Daryll Johnson, Peninsula residents, who are Ram fans. La Fleur saw all the games in L. A. last season, Griffin said.

* * *

Alice Craig Greene, the writer, died last week—only a little more than a year after her husband, Coronado Police Lieut. Frank Greene, was shot and killed by a former juvenile delinquent.

(A Superior Court jury allowed the killer, Robert Rodriguez, 27, to get away with it, by imposing the "life imprisonment" penalty—which meant he could be freed on parole in seven years.)

* * *

Well, Alice Greene's friends have arranged a Memorial Benefit next Sunday, March 25, at Don Howard's Tempo Club, 5970 El Cajon Blvd., to provide funds for her teen-age son, Craig.

Approved by Musicians Local 325, this affair will feature popular musicians and vocalists, including several out-of-town artists. There will be continuous music beginning at 2 p.m., throughout the afternoon and evening.

Modern music was one of Alice's many enthusiasms; she was widely known in the entertainment field, here and in Hollywood. A talented and prolific writer, she gave freely of her time and energy to help aspiring San Diego writers develop their technique.

* * *

The $1 admission charge Sunday, and a percentage of the house take, will go to the fund for young Craig Greene. Call CY-5-8193, for advance ticket reservations.

Alice and Frank Greene were friends of mine . . . They were loyal and generous to a fault; I hope their many friends in the Peninsula area will attend this Benefit for their boy.

FOOTBALL STAR—Bob Griffin, left ,of the L. A. Rams, is being interviewed by Spence Held, editor of the Peninsula News.—P. N. Staff photo.

'HAVE YOU MET MY TEACHER?' TO BE SCHOOLS WEEK THEME

San Diego's 95 public schools are making plans to participate actively in the 37th annual observance of Public Schools Week, April 22 to 29, according to Superintendent Ralph Dailard.

Dailard said that plans for community-wide participation are being coordinated by a committee which includes school district representatives, Masonic organizations, Parent-Teacher Association councils and other civic, service and fraternal groups interested in the schools.

Local participation will be part of a state-wide observance sponsored by the California Grand Lodge of Masons, which inaugurated Public Schools Week after World War I.

This year's observance will be built around the theme of "Have You Met My Teacher?", Dailard said. Several thousand two-color posters and bus cards featuring that slogan, with an illustration of a school girl pointing to her teacher, will be distributed.

Open house visiting in the schools, both during the day and in the evening, will be the dominant activity, the superintendent said. Many other features will be developed, however.

Former Resident Has Heart Attack

Tom Plant, 57, well-known former Ocean Beach resident, was stricken with a heart attack Tuesday while driving a laundry truck in the Pacific Beach area, it was reported.

Plant tried to flag down police officers without success; finally he was able to drive to Ocean Beach, where he was treated by Dr. Winton B. Oster and then taken to Quintard Hospital.

The hospital reported Wednesday his condition was "satisfactory." He was in an oxygen tent.

Plant is a long-time member of O. B. Kiwanis Club. He resides at 3725 Grim St.

Ocean Beach Wheel Parade Set March 29

"Anything on wheels" is eligible for the children's Parade of Wheels down Newport Ave. Ocean Beach, Thursday morning, March 29.

. Decorated bicycles, tricycles, scooters, buggies, wagons and floats will compete for the many prizes donated by local merchants.

Entries will be judged at Ocean Beach school ball diamond at 9:30 a.m., and the parade then will proceed down Newport at 10 a.m., according to Jack Dawson, recreation leader at the Community Center.

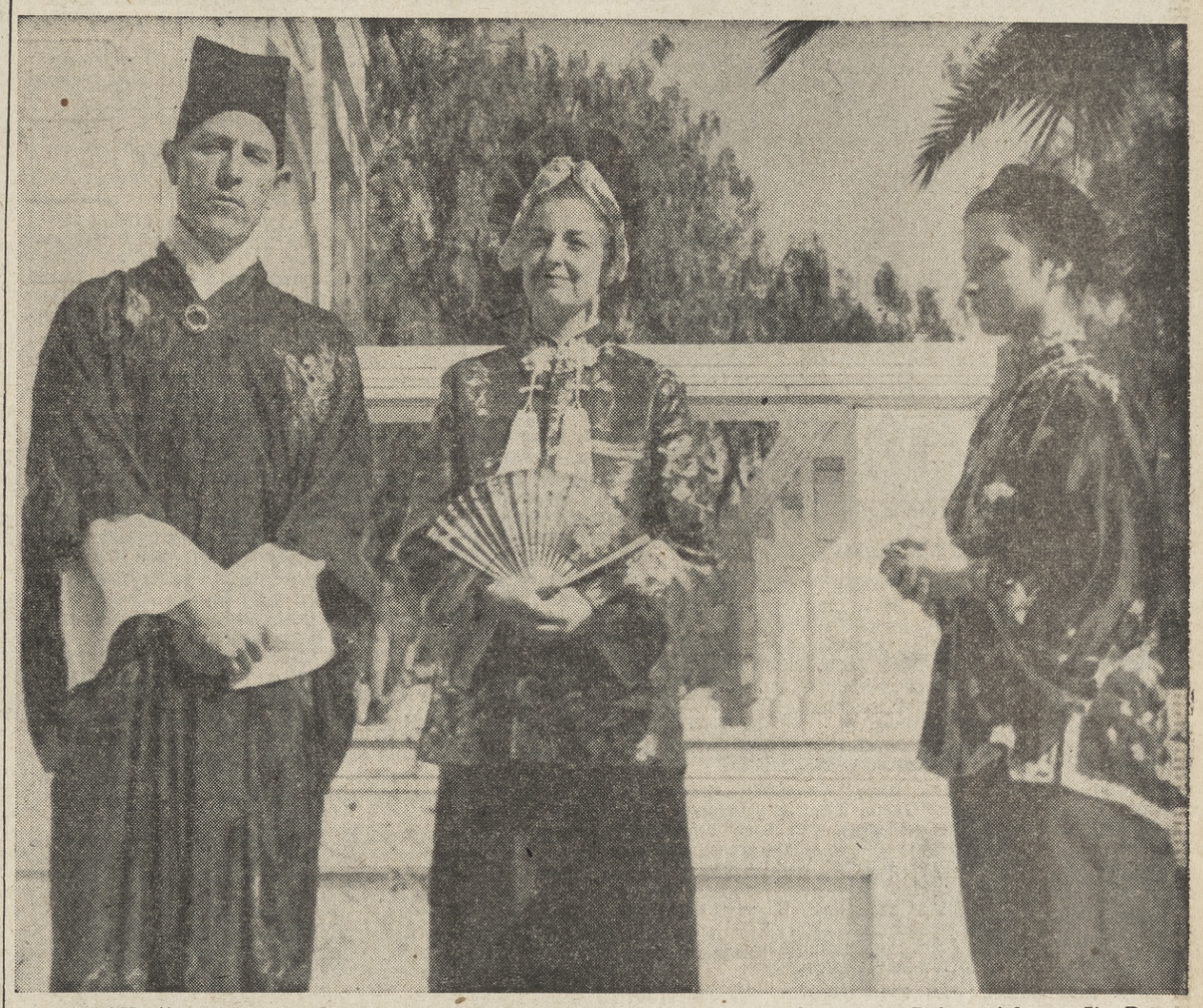
Prizes for the best-decorated entries will be awarded at the parking lot at the foot of Newport. First prize is a new bicycle; other prizes include a used TV set, six toy racers ,a 10-inch hand-dressed doll, 2 pound box of candy, doll cosmetic set, toy barber set, perfume, flashlight and theatre tickets.

Boys and girls are asked to sign entry blanks at the Community Center. Dawson urges them to bring a note signed by a parent giving permission to participate in the parade.

The Ocean Beach parade is preliminary to the annual Parade of Wheels in Balboa Park March 31, which is a benefit for the Easter Seal campaign for crippled children. Entry blanks for this are available at Community Center.

Slogan Contest

Mrs. G. E. Basich, of 4581 Osprey St., was last week's winner in the Peninsula News Booster Slogan Contest. Her winning slogan will be found on Page 7 of this issue—along with full details of the weekly contest.



PLAY—"Lady Precious Stream" will be presented by California Western University and Community Players tonight, Friday and Saturday nights at 8:15 in the Little Theatre on the campus. Left to right are Jim Peterson as Su, the Dragon General; Bertha F. Crowell, Lady Golden Stream, and Jeanne Durham, Attendant.

Winners Listed In Achievement Awards Program

Ten Point Loma High School seniors were announced this week as winners in the first round of Bank of America's 1956 Achievement Awards program.

It was the first step in the bank's search to find 180 seniors in Southern California who will divide $22,100 in cash awards. Hghest awards of $1,000 each will go to eight southland students.

Local certificate award winners in specific fields are as follows: William Everett Dougherty, Mathematics; Donald Meybin Wilson, Laboratory Science; Betty Gillenwater, Music; Carmen Traile Wilson, Art; Barbara Joan Hall, English; Victoria Ingalls, Social Science; William C. Lockett, Foreign Languages; Margaret Marlene Peck, Business; Earlene Mae Bingham, Home Economics, and Harry Allan MacDonald III, Trades & Industrial.

Engraved cup award winners in general fields are Carmen Traile Wilson, Fine Arts; Donald Meybin Wilson, Science & Mathematics; Barbara Joan Hall, Liberal Arts, and Margaret Marlene Peck, Vocational Arts.

HUNDREDS OF KIDS FLY KITES IN ANNUAL O. B. SPECTACLE

Utilizing the big wide filled-in beach, several hundred kids flew a fine variety of decorated kites Friday afternoon after parading down Newport Ave.

With perfect weather conditions, including a strong ocean breeze, the kites soared aloft in a spectacular massed flight. Most of them were concentrated above the beach but a few flew high and far to the southeast.

The Dana Junior High Scool band did not march in the parade due to "a bus failure," according to Jack Dawson, recreation leader at O. B. Community Center.

Stanley Millar, crafts supervisor for the Park and Recreation Department, was pleased by the great variety of kites. In addition to the conventional type, there were star, box and butterfly kites, in a variety of colors and with original decorations.

(Twenty-two certificates were awarded Thursday at Community Center for the best-decorated and best-constructed kites.)

Russ Wilson, O. B. Kiwanis Club president, marched in the parade with a group of Cub Scouts and helped some of the kids fly their kites at the beach.

One little boy cried when his kite crashed, than kicked it and walked off and left it, Wilson reported.

Many strings got crossed and many kites crashed but most of the boys and girls took such mishaps in their stride. Parents assisted some of the younger children.

Van Stelle Gets Sales Rights For 319 Homes

L. Van Stelle, Realtor, of 2304 Sunset Cliffs Blvd., has been given the exclusive right to sell 319 two- and three-bedroom homes located in North Clairemont, built by the Centex Construction Co. about two years ago.

The Centex Co., with executive offices at Dallas and Houston, Tex., is the world's largest builder of homes and multiple dwelling units, building simultaneously in many U. S. cities, and with committments abroad.

The Clairemont two- and three-bedroom homes are presently 100% tenant-occupied, and such tenants will be given the first opportunity to buy the homes they live in. The balance will be placed on the open market within 30 days, and are to be sold at the exact FHA appraisal figure, which ranges from $9,000 to $10,500.

Down payments on all homes will be $795, with buyer taking title subject to the existing FHA loan, thus eliminating the necessity to qualify for new financing.

Deposits have been accepted from over 50 tenants since March 1, which indicates a great demand for low-cost homes at reasonable down payments.

O. B. FRIENDLY CLUB

The Ocean Beach Friendly Club is for people 60 years old or older, who enjoy the company of cengenial persons of like age.

"Come to the Community Center any Monday about 10 a.m.—bring a sandwich and a cup; we furnish coffee and pickles," it was said.

Yellows Pop Up; Boat Schedules Announced Here

Proof that the yellowtail now are at the Coronado Isles in numbers, without any shadow of doubt, prompted the H. & M. Sportfishers and the Point Loma Sportfishing Association to announce the launching of regular summer fishing schedules to begin this Saturday—one week in advance of the start of the Yellowtail Derby.

Beginning Saturday, boats will leave for the Coronado Islands at 3 a.m.; boats billed for combined surface and bottom fishing trips to the Islands or Rock Pile leave at 6 a.m.; regular bottom fishing trips are scheduled at 8 a.m., and afternoon boats to the Point Loma kelp beds depart at 1:30 p.m.

The yellows put in their first unmistakable appearance at the Coronados last Sunday, boiling within a few feet of the boats—in the middle grounds, at the Genoa Hole, and in the lee of North Coronado Island. Earlier in the week, big white sea bass and calicos, and an occasional school of bonito, had furnished most of the action.

Dr. Fred A. Polesky, Los Angeles, scored a double on the big whites—one 33 pounds and the other slightly smaller.

All the while, bottom fishing remained at its best. Among Point Loma-Ocean Beach area rod and reelers who made the most of this sport and returned limit catches during the week were: Leonard Cunningham, Bob Walters, B. J. Hollings, W. W. Malone and R. A. Johnson.

WISHING WELL—This and others will be placed in the Peninsula area Friday and Saturday to receive contributions for crippled children. Left to right are Mrs. John Ehrich, chairman of Silvergate unit, Women's Auxiliary, Children's Hospital; Julie McCutcheon, and Mrs. Alan McCutcheon, Silvergate unit.—Michael Maconnell photo.

* * * * * * * * * * * *

WISHING WELLS TO BE LOCATED HERE

"Wish Them Well' 'is the slogan designed to catch the eye, the hearts and the coins of residents of this area tomorrow and Saturday when National Crippled Children's Day will be observed.

Intended to focus special attention on crippled children and their needs, life-size wishing wells topped with posters bearing the slogan will be located throughout the area to receive contributions for crippled children. Wells will be located at seven stores and markets.

Point Loma, Loma Portal and Ocean Beach are included in the 25 areas throughout the county where the wishing wells will be spotted Friday and Saturday as a highlight of the current Easter Seal Drive.

The wishing well project is sponsored by the Women's Auxilitary, Children's Hospital.

Auxiliary units which are staffing wells in this area include Cabrillo, Dana, La Playa, Loma and Silvergate.

Wishing well proceeds will supplement contributions made to the annual Easter Seal drive, sponsored locally by the San Diego Society for Crippled Children, owners and operators of Children's Hospital. The drive will continue through April 10.

Dog Trainer Offers Course At 'Center'

Basic Obedience Training—"training you to train your dog"—will begin Thursday, March 29, at O. B. Community Center, according to Paul T. Walker, trainer.

Walker said the course is sponsored by the S. D. Parks and Recreation Department and is free to all junior and senior high school students with dogs 6 months old and older. Necessary equipment is a chain training collar and leash.

The course will continue each Thursday for a month, from 4 to 5 p.m., according to Walker, of Walker's Hotel for Pets.

Freedoms Exhibit Seen At Pt. Loma

"The Valley Forge Panorama," a dramatic exhibit telling the story of American freedom and the dangers of world communism, was seen this week at Point Loma High School—first stop on a traveling tour of selected city schools.

Point Loma High won one of the top national awards in the 1955 Freedoms Foundation awards program.

The Valley Forge Panorama consists of 50 display panels, each measuring 4x5 feet. It will be displayed at Dana Junior High April 2-4.

Needs Of Youth To Be Studied By Local Group

Forty Peninsula Area residents last week organized a council to study needs of youth in this area and to promote means of preventing delinquency.

Dr. Clarence B. Loomis, of Cal Western University faculty, was elected temporary chairman.

"Our purpose is to draw up a blueprint for our community in regard to youth development," Loomis said. "We want to bring together organized groups and interested persons to think, plan and study our needs."

Mrs. William A. Pickens, 2263 Etiwanda, volunteered to serve as temporary secretary. A committee to make a survey of youth services in the community includes: Mrs. John Sneed, Don Stansifer, Howard A. Christman, Leroy N. Jones and Clarence Swenson.

"Peninsula Council" will be the temporary name of the group. It will encompass residents living in the area served by Dana Junior High School. The council will meet again Monday evening, April 2, at 7:30 in the Dana cafeteria.

Car Leaps Curb & Crashes Shop

Nedra's gift shop on Newport Ave., received an unexpected visitor Monday night when a car jumped the curb and almost forced an entrance.

The car was driven by a local woman. In trying to back out from the curb she apparently put it in low instead of reverse; then gave it the gun. The car leaped across the sidewalk and smashed the front of the shop. The driver was unhurt, according to reports.

League Re-Elects Mrs. Fred W. Beyer

Mrs. Fred W. Beyer, 4572 Tivoli St., was re-elected president of Pan American League of San Diego, Monday, at a meeting in the San Diego Women's Club.

Six of the nine elective offices will be held by Peninsula area women. Other officers include: Mrs. Albert Tramonti, 956 Cordova St., first vice president; Mrs. Willson Walsh, second vice president; Mrs. Pandora Donovan, third vice president; and Mrs. Engracia de Rosado, fourth vice president.

Also, Mrs. Clifford Lorenz, 3655 Warner St., recording secretary; Mrs. J. W. Grosdidier, 3319 Hill St., corresponding secretary; Mrs. Ben Huntington, 2425 Evergreen St., treasurer; and Mrs. Elmer D. Warnes, 1222 Trieste Drive, auditor.

Cabrillo Clubs Give Scholarships

Applications for state scholarships, sponsored by Cabrillo Civic Clubs of California, are available now at high school offices, it was announced this week.

Two scholarships will be awarded to students who are graduating seniors at the time of application, or have graduated from high school during the current year.

Candidates must be of Portuguese descent on either father's or mother's side, and must have maintained a minimum of a "B" average in their high school courses. They are to submit their applications to the scholarship committee at their school by April 15. Recipients of scholarships will be notified by August 1.

CANDIDATE—City Councilman Clair Burgener, a Republican, has announced his candidacy for 78th District Assemblyman. He said he would crossfile. He seeks the office held by Frank Luckel.

Peterson-Ferguson Wedding Held At St. Peter's Lutheran Church

MRS. LARRY A. FERGUSON

In a candlelight service and against a background of white flowers, Miss Wanda Marie Peterson and Larry Allen Ferguson were united in marriage Saturday evening at St. Peter's by the Sea Lutheran Church.

The Rev. Vlad P. Benko officiated. He was assisted by Rear Adm. Thorton C. Miller, 11th Naval District Chaplain, who performed the ceremony uniting the bride's parents 20 years ago.

The bride is the daughter of Mr. and Mrs. Edwin E. Peterson, 1468 Savoy Circle. The groom is the son of Mr. and Mrs. Allen M. Ferguson, 920 Nutmeg. Both are graduates of Point Loma High School. The bride was a member of Lomanettes and Pom Pom Girls. In her senior year she was a song leader.

Given in marriage by her father, the bride wore a gown of Chantilly lace and tulle over satin. Her fitted bodice was fashioned with long sleeves and a collar embroidered with sequins and pearls. Her fingertip veil of tulle cascaded from a scalloped Juliet cap set with seed pearls.

Mrs. Lloyd George, wearing turquoise silk crystalette, attended her niece as matron of honor. Miss Karen Sundstrom, gowned in yellow silk crystalette, was maid of honor. Misses Mary Lou Olson, in coral silk crystalette, and Phyllis Allaire, in orchid, served as bridesmaids.

Other attendants were Miss Sherrill Peterson, cousin of the bride, and Miss Sandy Ferguson, sister of the bridegroom, junior bridesmaids, both in pale green; Miss Terri Ann Peterson, sister of the bride, flower girl, in a gown of white lace and tulle; and Gary Peterson, brother of the bride, ring bearer.

Neal Snodderly was best man. Ushers were Wayne Peterson, brother of the bride, Paul Quinsi and Hector Fernandaz.

A reception for 300 guests was held in the Fireside Room of the church. Mmes. Charles A. Boeh, James Luxus, Jr., Albert Peterson and Miller assisted.

Following a wedding trip to Palm Springs, the newlyweds will make their home at 5074½ Lotus St.

Holy Week Rites Scheduled For Trinity Church

The Rev. John R. Nicholson, vicar, Trinity Episcopal Church, announces a full schedule of services during Holy Week for the Ocean Beach church.

On Palm Sunday, March 25, there will be three celebrations of the Holy Eucharist at 7:30, 9 and 11 a.m. Blessed palms will be distributed at all services. Church School will meet at the regular 9 o'clock time.

Monday, Tuesday and Wednesday there will be two celebrations of the Holy Eucharist each day at 6:30 and 9:30 a.m. Evening Prayer will be said at 7:30 p.m. Wednesday night.

Evening Eucharist Scheduled

Maundy Thursday evening at 6 p.m. a Choral Eucharist will be sung by Father Nicholson assisted by the Senior Choir directed by Mrs. Edith S. Webster. The "Watch and Pray" before the altar of repose will begin following this Eucharist, in observance of the time when Christ was in the Garden of Gethsemane. The Watch continues until 12 noon Good Friday at which time the Mass of the Pre-Sanctified and Meditations on the Seven Last Words will recall the three hours of Christ's Crucifixion.

Holy Saturday, the day preceding Easter, in conformance with the tradition of the Episcopal church, the sacrament of Holy Baptism will be administered. The hour of this service is 4 p.m.

Easter Day the Holy Eucharist will be celebrated at 6 a.m., 8 a.m., and 11 a.m. The blessing of the Paschal Candle will also take place at the 6 a.m. mass.

NAVY WIVES CLUB

Mary V. Beyer Navy Wives Club 96 will meet Tuesday, March 27, at 1 p.m. in the auditorium, Independence Housing, 3355 Buckmaster Drive.

All enlisted wives of the Navy, Marine Corps and Coast Guard are invited, and are eligible for membership. Nursery service is provided.

HUB MISHLER
Office AC-3-8123 Home
2090 Sunset Cliffs Blvd.

Qui Vive Dance

Getting a hop ahead of Peter Cottontail, Qui Vive Dance Club will have its 'Easter Parade" dinner-dance Saturday evening, March 24, at 8 o'clock in the State Room of San Diego Hotel.

The "line-up" starts at 7 with a no-host cocktail party. Straw hats, walking canes and Easter bonnets-of-yesteryears will be used for tag dances.

Mr. and Mrs. Fred Clavell, dance chairmen, will be assisted by Messrs. and Mmes. Jack Sutherland, Ray Whalen, Fred Butzine and Merrill Furniss.

Easter Fashions To Be Shown Fri.

Two presentations of "Fashions for Easter" will be shown Friday, March 23 ,at 12 noon and 7:30 p.m. at the Masonic Temple, 1711 Sunset Cliffs Blvd.

Sponsored by the Point Loma Chapter 490, Order of Eastern Star ,the noon show will include luncheon and a card party. The evening show will include refreshments and a card party.

Mrs. Oliver Stewart, general chairman, has on her committee: Mmes. Thomas Galbraith, Marie Page, Kathryn Shaw, Burgus Garrison, Thomas Mason, John Petty, Edward Baggaley, Todd Leber and Edward Fardie.

Mrs. Raymond Turner is in charge of reservations.

Classified ads—they satisfy.

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We Give S&H Green Stamps
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—PACIFIC BEACH—

AD LIBS

By ADALINE DUDLEY

AC-2-5709

WHAT'S IN A NAME

"I name thee USS Rexberg, May she always have smooth sailing and a happy crew." With these words, Thursday, Mrs. F. G. Irby, 1566 Santa Barbara, released the bottle of champagne and watched it swing down and crash against the ship.

The occasion was the renaming ceremony of the Rexberg, formerly the Epcer 855. It operates with the Navy Electronics Laboratory. Ships of this class are named after towns having 5000-or-under population. Rexberg, Idaho is an agricultural center, founded by a Mormon band 73 years ago.

The town has first choice to name and send a sponsor for the ship's christening. Next choice goes to the commanding officer, who, in this case, was Mrs. Irby's son, Lt. (jg) C. R. Irby.

The punch part of the story is this: Mrs. Irby is a native of Idaho, and also was named after a town—her birthplace. Bonner's Ferry."

SHORT STORY

The bag at the downtown store matched her shoes perfectly. It was the end of a long search for the Point Loma resident. She opened her billfold to pay the clerk and discovered that, if she bought the bag, she wouldn't have enough money to bail her car out of the parking lot.

"Well, that's that," she sighed and turned to leave without the bag.

"This is the only bag like this we have, and I'm afraid it won't be here when you come back. I'll loan you a dollar," said Hazel Williams, the clerk and a perfect stranger to the customer.

"I'll accept," the customer replied.

At the parking lot she told the attendant the story. "That's amazing," was his comment. "Now I'll add the last chapter. I'll cut your parking fee in half so you won't go home completely broke."

SIGN LANGUAGE

Somewhere in Arizona there's a safety-minded motel owner with a sense of humor. Spaced several miles apart, on giant billboards, are the following admonishing ads:

"Why hurry? We won't move."

"Sleep at—motel. Arrive alive. Slow down."

"Ain't fer now. Take it easy."

"Nearly there. Slow down some more."

"Here 'tis. Stop."

ALL THINGS COME

Mrs. Raymond Olson, 1576 Catalina Blvd., who is renowned for winning door prizes, drawings, etc., attended a fashion show at the Mission Valley Country Club last week. When her lucky number was called, she was sitting in the rear of the large, crowded dining room.

"I had to fight my way up to the stage to claim my prize," she said. "I thought I'd never get there. And guess what it was: A coupon good for 25 pounds of wet wash at a Laundromat someplace in Fletcher Hills!"

EITHER, THITHER, YON

Mrs. Bill Gilbert, 1129 Savoy St., left Saturday for New York where she will embark for Spain. She will be met there by a friend, and the two will volkswagon over Europe.

Her next-door-neighbor, Mrs. William Shanahan, leaves in May for a 3-month tour abroad.

Mr. and Mrs. Cecil Adams, 3033 Voltaire, are planning "a second honeymoon" for the month of June, when they leave for a circle tour of the east coast.

Mr. and Mrs. Ike Sherwin, 3420 Ullman, returned last week from a trip to Hawaiian Islands.

WASHINGTON AND "SMALL BUSINESS"

By C. WILSON HARDER

This session of Congress will seriously consider means of providing insurance protection against disasters of nature such as floods, earthquakes, similar catastrophes.

* * *

In Senate four different bills by Senators Herbert Lehman, John Kennedy, Frank Carlson, and Prescott Bush have been introduced. Each attacks problem in a different way.

C. W. Harder

* * *

Powerful impetus to this legislation is fact year just ended recorded more flood deaths than any year since 1927; more property damage than at any time since 1937 with losses over billion dollars.

* * *

Need is also focused by work being done by Small Business Administration in making reconstruction loans available to thousands of small business firms that would have otherwise perished from these disasters.

* * *

SBA was only created about two years ago due to the work of many Congressmen aided by the National Federation of Independent Business.

* * *

Although SBA was primarily set up to aid small business in securing capital, in past year, and especially this winter, it has proved a life saver by using its emergency disaster powers.

* * *

However, SBA can only make loans for reconstruction and must be paid back by businessmen suffering disaster through forces of Nature. Splendid as its work is, SBA assistance is no substitute for insurance benefits.

* * *

And in this problem of disaster insurance coverage there are several questions. Should government write insurance, or encourage private insurance companies by perhaps agreeing to subsidize companies for any losses sustained?

* * *

As is well known, insurance companies must play averages.

* * *

At present, if private companies were to offer flood insurance, it is not likely much business would be written in towns high in the Rockies, for example. On the other hand, people in the lower Mississippi delta area would be prime prospects. Thus, insurance companies would find all policies being h'd in areas where risk is great.

* * *

While attention is focused on this winter's flood damages, actually Congress will consider measures that will provide protection not only from flood losses, but also losses sustained from hurricanes, earthquakes, and other disasters. This, it is felt, would be a strong incentive for uniform premiums through the nation, as this range of disasters takes in practically entire nation.

* * *

Of course, there will be strong opposition to government taking step in this direction.

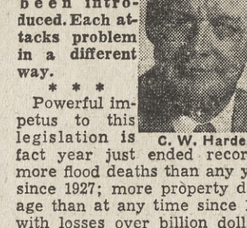
* * *

It is true such a step would have been quite radical 20 years ago or more, as such disasters were considered as part of the normal hazard of doing business.

* * *

But since that time government has chosen to strip business of a large share of its profits in the form of taxes to carry on foreign giveaway programs and other global schemes. This has taken the resiliency out of the American business system it once had. Thus, business today is vulnerable to many conditions which once it could survive.

© National Federation of Independent Business



IT'S FUN
It's a Happy Family Habit to Eat Out Once a Week!

"DAD"

"Nothing makes a woman feel more appreciated for the many meals she prepares at home than being taken OUT to DINNER."

The Kids Love It, Of Course.
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No Worry Over Unexpected Guests

Smart young homemakers of today know a little planning goes a long way in serving snacks for friends who drop in unexpectedly. They're prepared to entertain graciously at a moment's notice and yet not disturb the family routine, for they keep a full stock of attractive paper plates on hand for interesting table settings. With the variety of handsome patterns and the many shapes and sizes of paper plates available today, they're correctly prepared for any occasion which occurs. Ingredients for a quick dessert such as this Cherry Ice Cream Treat keep in the refrigerator indefinitely. After the guests have left, our young homemakers merely toss the disposable paper plates in the garbage pail and go on about their daily routine.

To keep unexpected guests from upsetting the family routine, smart young homemakers keep a supply of attractive paper plates on hand and a quick dessert in the refrigerator.

CHERRY ICE CREAM TREAT

(Makes 4 servings)

1 9-ounce can pineapple tidbits
¼ cup maraschino cherry juice
2 teaspoons cornstarch
½ cup sliced bananas
¼ cup halved maraschino cherries, drained (about 10 cherries)
1 pint butter pecan ice cream
8 waffles

Drain pineapple and reserve sirup. Heat pineapple sirup to boiling point. Combine cherry juice and cornstarch; mix well. Add to pineapple sirup and cook, stirring constantly, until thickened and clear. Chill. Add bananas, cherries and pineapple tidbits. Place one scoop of ice cream on 2 waffles; top with sauce.

HEALTH FOR ALL

"It's just your imagination," or "It's probably psychological." You've heard those phrases, and maybe you've used them yourself. Psychology has made great contributions to medicine, but sometimes we seem to go overboard in our acceptance of these new ideas.

Mother can't brush off all Junior's tummy aches with the explanation that he just doesn't want to go to school today.

Recurring abdominal pain in children can be a symptom of serious trouble. In some cases it can be bought on by cramming at school or goading by overanxious parents, but psychological pain in children is rare.

Chronic abdominal symptoms in children are often frustrating to the family, and to the doctor, too. There may seem to be no reason for them. But that's no reason to ignore them. Serious investigation is called for. Usually a few simple examinations and laboratory tests will uncover the cause of the trouble.

Causes Listed

Abdominal pain can be caused by mouth infections and defective teeth. Upper respiratory infection can cause gastritis. Infected sinuses are often a source of trouble. The difficulty may be in the chest or spine, since pain from those areas may be referred to abdomen.

Epilepsy is another possibility, even though convulsions and loss of consciousness have never occurred. Paroxysms of pain recur at intervals varying from a day to several months. Mechanical disorders of the bowel and kidney conditions also cause abdominal discomfort. Chronic appendicitis is rarely a problem in children.

When a child is plagued by repeated bouts of abdominal pain, don't brush the trouble aside as "psychological." Let the doctor decide.

This column is sponsored, in the interest of better health, by the San Diego County Tuberculosis and Health Association and the Peninsula News.)

JOB'S DAUGHTERS

Jobs' Daughters Bethel 158 will have a regular business meeting and initiation March 28 at 7:30 p.m. in the Masonic Temple on Sunset Cliffs Blvd.

The following girls will be initiated: Margaret Foote, Joan Nelson, Kerin Novak, Judith Ramsey, Kathleen Ramsey, Maureen Stuckey and Susann Sneed.

A classified ad brings results when other means fail.

LET US WASH THOSE

- SHAG RUGS
- PILLOWS
- COMFORTS
- BED SPREADS

We can give those FADED SPREADS & RUGS A NEW LOOK . . . with Caldye

OCEAN BEACH LAUNDROMAT
1877 Cable St.
Across From Safeway
AC-3-1165

STRAND Theatre
OCEAN BEACH AC-3-3150

NOW PLAYING—ENDS SATURDAY
GARY COOPER
Cinemascope and Warner Color
— in —
"THE COURT MARTIAL OF BILLY MITCHELL"
— also —
TOM EWELL — SHEREE NORTH
Cinemascope and Color
— in —
"THE LIEUTENANT WORE SKIRTS"

JR. MATINEE SATURDAY—OPEN 12:30
Gary Cooper "THE COURT MARTIAL OF BILLY MITCHELL" and Comedy Hit, "THE LIEUTENANT WORE SKIRTS."

7 BIG DAYS STARTING SUNDAY
STEVE ALLEN and DONNA REED
"THE BENNY GOODMAN STORY"
— also —
ROBERT MITCHUM
"MAN WITH A GUN"

NEXT WEEK — EASTER VACATION
2 SPECIAL JR. MATINEES
TUESDAY—"HEIDI" and 10 CARTOONS
THURSDAY—BIG CARTOON and COMEDY SHOW

FOUR MORE COLLEGES MEET AAUW STANDARDS

Four new colleges have been added to the list of institutions meeting requirements for membership in the American Association of University Women, it was announced by Mrs. J. Hadley Webb, membership chairman of the San Diego Branch.

Graduates of these colleges holding degrees that meet the Association's liberal arts requirements are now eligible for membership.

The new insiitutions are: Mount St. Scholactica College, Atchison Kansas; Queens College, Flushing, Long Island; Western State College of Colorado, Gunnison; and Wilmington College, Wilmington, Ohio.

Alumnae are invited to call Mrs. J. Dale Sutliff, AC-2-3976, membership committee member in this area, for information.

Nearly 90 per cent of modern roofs are made with asphalt, an oil product, according to the National Automobile Club.

Engagement Is Announced

The engagement of Miss Myrna Jo Bradberry, former Peninsula resident ,to Albert Joe Page of Ocean Beach was announced this week by her parents, Mr. and Mrs. A. A. Bradberry, of 711 Oxford Ave., Hawthorne, Calif.

A September wedding in San Diego is planned. Miss Bradberry, who attended Ocean Beach School and Dana Junior High, attended a northern high school. She is now enrolled in dental school in Los Angeles.

Her fiance, the son of Mr. and Mrs. Joseph N. Page, 4767 Coronado Ave., is employed by the Pacific Telephone & Telegraph Co. in San Diego.

TRY IT— YOU WILL LIKE IT
MADELINE'S DINING ROOM
AT THE MARLIN INN

BONHAM'S PHARMACY
Rx Serving Point Loma and Loma Portal Rx
FOR PRESCRIPTION SERVICE
9 a. m. to 9 p.m. — Seven Days a Week Gold Arrow Stamps
Free Delivery
FILMS DEVELOPED AND PRINTED
8 Exposures—49c | Reprints—5c Each
1220 ROSECRANS AC-3-1617

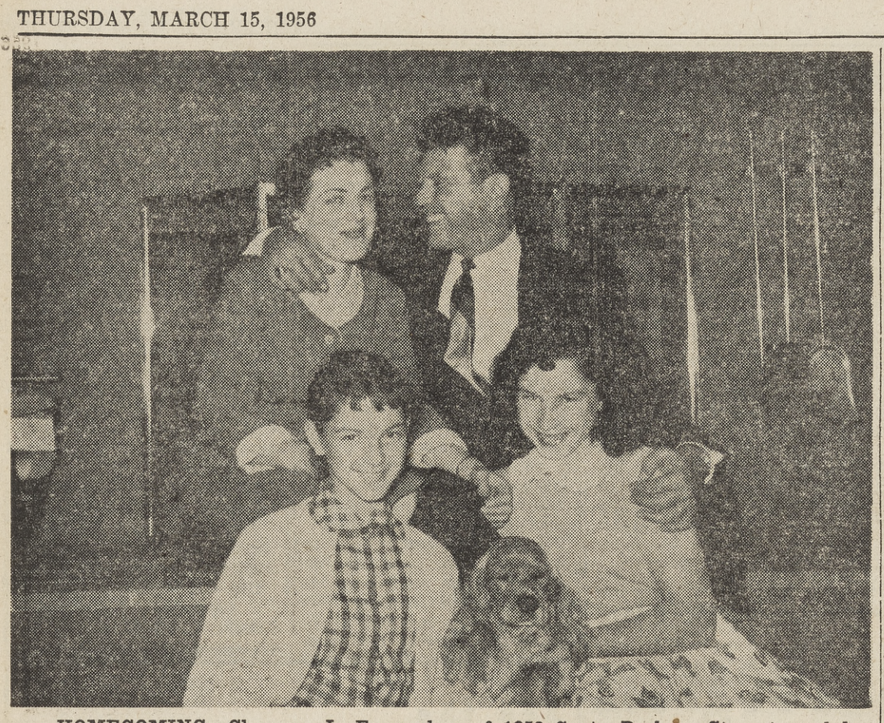
OUR MENU IS A GUIDE TO SUPERB AUTHENTIC
MEXICAN DISHES
Served in the True Atmosphere of Old Mexico
SPECIAL LUNCHES SERVED DAILY
CONSUELO'S
in the LA PLAZA SHOPPING CENTER
11 to 8 Daily — 12 to 9 Sunday — Closed Tuesday
1852 BACON ST. AC-3-9512 OCEAN BEACH

QUALITY CLEANING at LOWEST PRICES
49c: Pants, Slacks, Skirts, Shirts, Sweaters, Jackets
99c: Men's Suits, Ladies' Suits, Plain Dresses
Ample Free Parking
REGAL CLEANERS
1854½ BACON STREET
LA PLAZA CENTER

The Low-Cost Way To
Action and Profit
CALL . . .
ACademy 3-3156

A few lines in the classified ad section of this newspaper can turn a spare room into extra income, or will help you sell items you no longer need for quick cash! Phone in your WANT AD today!

Peninsula News



HOMECOMING—Clarence J. Fernandes, of 1258 Santa Barbara St., returned last week aboard the 270-ton tunaboat Santa Rosa after an 11-week trip to southern waters. He is shown here with his wife and daughters, Jeanette and Clarisse.—P. N. Staff photo.

Norwegian Boy Gives Vivid Talk At Ocean Beach Woman's Club

By MARIAN KRETTLER

Speaking at the recent meeting of the Ocean Beach Woman's Club, young Peter Lykke, a native of Norway currently studying here, gave his interesting impressions of this country. Since unusual weather is the current topic, a letter from Norway tells Peter that it isn't very cold there. Only fifteen degrees below zero.

Peter enjoys hot dogs, hamburgers and ice cream, items not available in Norway. He is not only interested in food, but in our manners, schools, and he does not think that our young people appreciate their privileges. He was vastly surprised to learn that drivers' licenses could be sceured at age sixteen, and that the kids complain because they cannot get them earlier. In Norway they do not have cars in numbers; the roads could not handle them anyway, so boys and girls bike to school

Juveniles exercise much freedom in school here. Like getting up to leave the room o. sharpen pencils without permission. Oh, no. Discipline is much more rigid in Norway!

From newspaper accounts in his home papers, Peter gained the impression that Chicago was inhabited only by gangsters and that our San Diego was overrun by Mexican bandits. And how he adores our ability to be frank in expressing what we think.

Peter's year in this country will cause him to lose schooling in Norway, but the experience has been well worth it. He expects to tour this country by bus before leaving for home, and his command of good English is really amazing.

Mrs. Anna Janda, Southern District and County Chairman of Arts and Crafts, emphasized the importance of everyone accomplishing something in that hobby field. She brought with her to the club a vast array of articles done in her field. She left her audience wtih the impression that one can take any old thing and make something beautiful out of it.

O. B. Kiwanis Club

A film of the 1956 Kiwanis International objectives was shown at Tuesday night's meeting of Ocean Beach Kiwanis Club. Milt Lancaster was program chairman.

Lt. Gov. "Pep" Pepin made an official visit to the club—he introduced the film and commented on it.

Members of the club have been invited to attend launching ceremonies for the tuna clipper Westport Saturday at 4 p.m. at the National Steel and Shipbuilding Corp. yard. Congressman Bob Wilson is scheduled to speak; there will be band music and refreshments.

BRIDGE SCORES

Ocean Beach Community Center scores for March 14 are as follows: North-South, High Overall—Stella Christy, Philip Shunk; 2nd, tie, Louise Munsel & Bernie Andrews; Ivy Gerber & Johnnie Lewin; 3rd, Norma Fotch, Eva Cooper.

East-West—Mr. and Mrs. Paul DeLannoy, 2nd Ethel Bruce, Ruth Alvarado; 3rd, Grace Dye, Edith Clague.

Diptheria Shots Given At School

Members of Ocean Beach PTA helped with the second shot of the diptheria immunization program at Ocean Beach Elementary School.

Approximately 300 children received shots including preschoolers who received the "triple" shots. According to Mrs. Miriam Dahl, school nurse, any child missing the second shot can get it free if taken to the City Health Department in the basement of the Civic Center any Tuesday or Friday between 8:30 and 10:30.

If late for school due to this trip, the child will not be counted tardy. The third shot of the series wil lbe given May 10 in the school auditorium between 8:30-9:30.

Doll Display Held By Brownie Scouts

A display of dolls from foreign countries was held Wednesday by Brownie Scouts of Troops 1099 and 1130 at All Souls Episcopal Church.

The doll show was presented to commemorate Girl Scout Week and to promote international friendship. It also served to acquaint the third grade Brownies at Loma Portal School.

Leaders of the two troops are Mrs. Norman A. Vaa and Mrs. Dean Hansen. Their assistants are Mmes. William McNabb and John Clague.

Girls participating in the event were: Susan Bartz, Melanie Cochran, Barbara Follis, Julie Fillius, Susan George, Kathy McNabb, Nelda Moore, Karen Mueller, Roxanna Plass, Robin Shure, Dawn Theado, Barbara Stalder, Cathy Vaa and Marcy Wright.

Also, Pamela Avery, Elizabeth Beeson, Bee Joy Bennett, Leslie Jo Burnett, Esten Clague, Nancy Cunningham, Patty Hanson, Cathy Kilgore, Alice Jean Love, oJan Lowry, Joan Murphy, Marilyn Nelson, Susan Tate and Wandy Watson.

ENGLISH, CITIZENSHIP CLASS AT MIDWAY

Mrs. Martha Garvin teaches a class for adults who wish to learn English or prepare for Citizenship at the Midway Adult Center. The class meets every Tuesday, Wednesday and Thursday from 1 to 3 p.m. For further information call AC-3-1671.

MULLING WITH MULLER

By Edna M. Muller

The other day something went wrong with our boiler and suddenly we found ourselves without hot water—which meant heating water for dishes, washing, etc., for the remainder of the day. Our grandmothers or great-grandmothers, of course, faced this problem every day without a bat of an eye simply because this was the normal way of living. Today, in this wonderful age of ours, we take heat, electricity, appliances, and all the "necessary" things for everyday living, pretty much for granted. This thought occurred to me again last Saturday afternoon while listening to the glorious music being broadcast from the Metropolitan Opera. There was a time when opera at the Met was the privilege of the few, but not so today! For the past sixteen years, through the sponsorship of the Texas Company, every individual and family with a radio have the privilege and opportunity of listening each Saturday to the world's greatest operas, directly from the stage of the Met, by simply a turn of the radio dial! There are no commercials to listen to, just magnificent music! So along with our hot water, electricity, etc., these opera broadcasts are on our list of things to be appreciated—not simply taken for granted!

* * *

Miscellanea: Try a little lemon juice in your strawberry preserves . . . and even your apple pie — it will enhance the flavor * * * You can get a fast scissor sharpening by cutting a few strips of sandpaper * * * And, when purchasing canned goods — remember dented cans are not dangerous but be very careful if the can is bulging, it usually indicates that the food inside is spoiled!

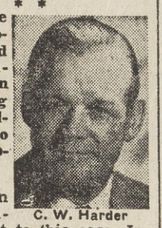
WASHINGTON AND "SMALL BUSINESS"

By C. WILSON HARDER

Of great interest to every independent retailer, Federal Trade Commission has filed complaints against two big food chains in Washington and Philadelphia, charging them with obtaining discriminatory advertising allowances.

* * *

At the same time, 11 suppliers are cited under Robinson-Patman Act for giving preferential allowances to limited customers.



C. W. Harder

* * *

There is an additional interesting facet to this case. Instead of invoking Robinson-Patman Act against the two chains, FTC invokes hitherto Section 5 of FTC Act hitherto never been used to prohibit buyers from knowingly inducing sellers to give them favorable prices.

* * *

Thus, FTC acknowledges it has powers never before used.

* * *

This case could be most important in American business history. It could even lead to outlawing of all so-called cooperative advertising allowances.

* * *

Many observers of the retail business long claim without use of so-called cooperative advertising funds, big retailing organizations could not hold their own against aggressive independent retailers.

* * *

Theoretically, cooperative advertising or display allowances are offered on equal basis by a supplier to all, usually based on quantity of goods handled. Use of these cooperative funds are also theoretically accounted for, so that value is received for money given.

* * *

However, in actual practice it is found almost, if not completely, impossible to police this factor. Result is largest recipients of their allowances either use them to reduce prices of the merchandise to injure smaller competitors, or throw them into operating profit.

* * *

Few years ago when Justice Dept. successfully prosecuted a major retailing organization, it was shown in one year headquarters of the firm received over a million dollars in cooperative allowances which were diverted into operating profit.

* * *

Thus, pattern has been established whereby attempts are made to "shake down" suppliers for so-called cooperative allowances with the threat, veiled or open, that if they don't, their competitors will.

* * *

On other side of coin, there are also packers and manufacturers who attempt to buy their way into certain retailers with offers of generous allowances.

* * *

Unlike legitimate advertising which through moving goods produces more volume, and thus more jobs, the so-called cooperative advertising allowance is really a burden on the consumer. Because most packers and manufacturers know they receive little, if any, value from cooperative advertising, they merely adjust their price schedules so that their selling prices reflect their allowances. Thus, public pays freight for cumshaw.

* * *

While it is considered quite encouraging that FTC has stepped into this situation at long last, it is quite possible the time that will be consumed on this one case with illustrate futility of expecting any government agency enforcing cooperative allowance regulations on a realistic scale.

* * *

Thus, it is possible this case may point quite graphically to need for outlawing all cooperative allowances.

© National Federation of Independent Business

Four To Be Guests At Play Tonight

Four Point Loma High School seniors will be honored guests at tonight's (March 22) San Diego State College performance of "Tobias and the Angel."

Linda Zuckerman and Betty Dawson, drama majors; Ken Squires, public speaking major, and Peter Colt, outstanding speaker, were selected by Jeweldean Brodie for the honor. With about 100 high school speech and drama students they will also attend a dessert party befort the play.

Speech instructors from all area high schools are asked to select their top speech students to be theatre guests of the college. The High School Senior Speech and Drama Student Reception is sponsored by the SDSC speech arts department each year.

Final performances of James Bridie's biblical comedy, will be given this weekend, tonight through Saturday, at 8:30 p.m. Reservations may be made by calling JUniper 2-8383.

Easter DRESSES $3.99 up
Sizes 3 to 14
MARY MONROE Children's Wear
4996 NEWPORT AVE.
Ocean Beach
Across from Kraft's

BECAUSE HE TRUSTS YOU
"YOUR Friend To Man's Best Friend"
Blue Pacific PET SUPPLY
4828 Newport Ave.
AC-3-0605

HAIR-DOS for your Easter Bonnet!

LADIES—Come in and let us create a beautiful Hair-Do to go with your Easter Bonnet.
WE HAVE — Competent and Courteous operators and a spacious New Salon. Expert manicuring if desired.
DRIVE IN PARKING—In Shaw's Furniture Lot. Just drive up to our door and park.
Coffee served to our customers.
Anthony's Hairstyling Salon
4030 Wabaska Drive at Voltaire
Telephone AC-2-9733

Zeke's Farmhouse
4805 Voltaire Street
FRESH SPLIT BROILERS
They're cheaper by the dozen
1¼ pound average
79c each for 12
84c each for 6
89c each for 1
— also —
4½ lb. average CAPON Roasting or Rotisserre Chickens.

Brides-to-be:
"Something old
Something NEW
Something borrowed
Something blue."
Something new . . . a Good Luck Marriage charm which we hope you will carry with you always; they say "it holds the secret of a happy life."
May your Lucky Marriage Charm bring you the realization of your most glowing dreams of happiness.
One Lucky Marriage Charm will be found in every order of Art Point invitations or announcements.
See our invitation and announcement samples — there are none finer.
Let our society editor have all the details of your wedding.
PENINSULA NEWS

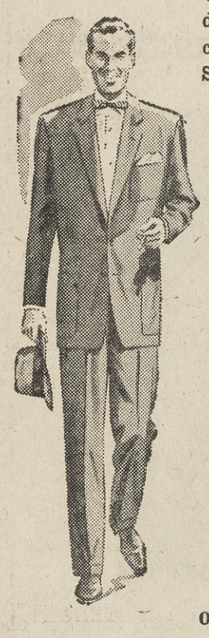
POTTER'S WHEEL LESSONS
Beginners, Intermediate, Advanced.
6 lessons, $15 by appt.
MALCOLM McCLAIN, Instr.
SAN DIEGO CERAMICS
1471 Morena Blvd., BR-6-0771

Freshen Up Your Clothes For Easter!

Add new zest, fresher color, proper fit to your new-season wardrobe by sending your clothes to us for expert dry cleaning and pressing. Our trained men, using gentle solvents, make your soil-dimmed garments perk up for Easter.
PICK UP & DELIVERY SERVICE!
POINT LOMA CLEANERS
3663 VOLTAIRE ST. AC-3-1354

SAVE
AS YOU SPEND SHOP WHERE YOU GET "S.H." GREEN STAMPS
OCEAN BEACH
LOWNES' DEPT. STORE
4960 Newport
AC-2-8688
LOMA PORTAL
H. E. MOORE GARAGE & SERVICE STATION
2918 Lytton St.
AC-3-5331

S-T-R-E-T-C-H YOUR DOLLAR FOR EASTER
at Marc's



We are enlarging our store . . . and during this alteration period will continue to offer DOLLAR STRETCHING VALUES!
SUITS 22.13 to 56.97
SLACKS 7.95 to 21.95
SPORT COATS 14.93 to 39.53
Prices Subject to Slight Alteration Charge
OPEN FRIDAY NIGHTS 'TIL 9
Open A Continuous Budget Account!
Marc's
4919 NEWPORT AVE.
OCEAN BEACH, CALIFORNIA
PHONE AC-3-7232

Ocean Beach First Baptist Church
SUNSET CLIFFS & SANTA MONICA AVE.
GUEST SPEAKER—MINISTER
9:30 a. m. — Bible School.
9:30 and 11 a. m. — Morning Worship.
6:30 p. m. — Training Union.
6:30 p. m. — Evening Worship.
Prayer and Bible Study Wednesday, 7:30 p. m.

3 BIG EVENTS SAT. MAR. 24 at GREESON'S HARDWARE
1—Demonstration Day!
2—Bonus Day!
3—Red Tag Day!
HURRY! HURRY! HURRY!

SPECIAL! U. S. Steel TRASH CANS Reg. 6.25 $5.19

DEMONSTRATION DAY—
Factory representatives will show you how easy you can redecorate with SPRED SATIN . . . the original patented REALLY scrubbable Latex Firnish.
BONUS DAY—
FREE—2" Trim Brush with purchase of 1 or more gallons of Spred Satin.
FREE—4" Wall Brush with purchase of 2 or more gallons of Spred Satin.
FREE—Stucco Brush with purchase of 4 or more gallons of Glide-On, (The Vinyl Stucco paint anyone can apply.)
RED TAG DAY—
Many items throughout the store RED TAGGED for SAVINGS up to 50%. Save Saturday on Housewares, Dishware, Tools and articles for inside and outside of your home.
Meet Jack Lowry and Bill Sheckler, New Owners—
Talk over your painting problems with the new owners . . . Jack Lowry and Bill Sheckler. Both men are former area paint representatives for major paint companies. No obligations for surface inspections.
GREESON'S
Paint — Hardware — Housewares — Garden
Electrical and Plumbing Supplies
WE GIVE S & H GREEN STAMPS
Phone AC-3-5752
5017 Newport Ave Ocean Beach

Prices Good for Thurs., Friday and Satur.
JR MARKET
5004 NEWPORT AVE.
OCEAN BEACH
Open Week Days 9 to 9
Closed Sundays

BISCUITS Borden's 3 for 25c
SPAM 12-oz. can 35c
CHEESE Challenge 2-lb. loaf 75c
RITZ N. B. C. Crackers lb. 33c
TUNA Grated 6-oz. 19c
GREEN BEANS Dia. A No. 303 Can 17c
MAYONNAISE Borden's qt. 59c
PEACHES Del Monte Cling, halves or sliced 2½ can 29c
BUTTER Challenge AA lb. 69c
EGGS Vitagold Med. AA doz. 52c
LEMONS Fancy Juicy lb. 10c
APPLES Wash. Delicious, Ex. Fancy 2 lbs. 25c

RUSS' Quality Meats
HOUSE OF CHOICE AND PRIME BEEF
BONELESS CROSS RIB lb. 59c
BONELESS PORK ROAST lb. 39c
Short Ribs of Beef . . . . . lb. 15c
ORDER YOUR EASTER HAMS NOW FOR BEST SELECTION.

Peninsula News
serving the Ocean Beach — Point Loma — Loma Portal areas

Combining the Ocean Beach News and Point Loma Light

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BY THE OCEAN BEACH PRINTING & PUBLISHING CO., INC.
1918 Bacon Street, Ocean Beach, San Diego 7, California
Telephones AC-3-3156 and AC-3-3157

CLYDE H. WOOD ..... General Manager
SPENCER HELD ..... Editor

An official newspaper devoted to furthering the interests of the Beach Section of San Diego and the Point Loma Peninsula.

SUBSCRIPTION RATES
ONE YEAR, BY MAIL $5.50
4 WEEKS, BY CARRIER 25c

It's Your BUSINESS!

BY BEECHER DIXON

GENERAL MANAGER, SAN DIEGO BETTER BUSINESS BUREAU

This is the first of a series of regular monthly columns, appearing in your favorite newspaper and devoted—believe it or not—to protecting your family's paycheck.

The average citizen may not realize that he is being served constantly by a highly efficient organization which not only costs him nothing but actually safeguards him against being exploited by fraudulent schemes and unscrupulous businessmen.

Established more than 40 years ago, the Better Business Bureau is a national organization dedicated to the job of building public confidence in our business system. Each year it supplies some three million consumers with pertinent information and assistance or listens to complaints and grievances, taking action where necessary. The Bureau collaborates with government agencies, keeping forever alert for racketeers, swindlers and chiselers, thus preventing the destructive competition of illegitimate business.

It's County-Wide

The San Diego Better Business Bureau, located in the Spreckels Building in downtown San Diego, is county-wide in scope using newspaper, radio and television to reach the public.

Your Bureau advises you to get the facts before you act, to investigate before investing, and to read the fine print before signing any contract. Obtaining such information in advance prevents unfair criticism of all businesses, for only a relatively few are fraudulent and treat the public unfairly.

We deal not so much with an individual complaint as with the condition which caused it. The Bureau tries to improve the condition, combat the abuse and expose the fraud.

How does this work?

One subscription salesman, profitably working this area, was recently arrested. He had been taking subscriptions from gullible customers, issuing receipts on blank forms and pocketing all of the money. When taken into custody, he admitted making $50 a week. He boasted that he could have earned more—but he was lazy at heart!

Phoney Agents

Phony subscription agents often find "pay dirt" in new residential areas and will try every trick in the book to get your subscription—and your money! Many trusting housewives have been victimized here in San Diego County.

If a subscription salesman raps on your door, always ask for identification, and report any cases of rudeness or misrepresentation to your Bureau. Beware of sympathy appeals, since no reputable publisher in the field will permit agents to use this approach.

Springtime is moving time, yet each year wage-earners are bilked by fly-by-night companies. One housewife, for instance, was shocked to receive an exorbitant bill for moving her household goods across town. The company's initial bid turned out to be nothing but a low estimate—a typical trick some gyp operators use to get business.

Don't be fooled by the claims of some moving companies that they are "bonded and insured", for such claims may mean little or nothing, and offer no assurance to the customer. Before you move, be sure to get the facts about protection against all hazards. Any reliable moving company will help you do this.

Contact BBB

If in doubt, find out—by contacting your Better Business Bureau. Before filing a complaint, however, discuss the matter with the company concerned, for sometimes misunderstandings can be corrected quickly. If you fail to reach a satisfactory agreement, file a complaint in writing with your Bureau.

To further aid you in your everyday money management problems, the BBB publishes and distributes a series of 22 16-page Fact Booklets on various topics ranging from accident and health to buying used cars and insulating your home. For a complete list of subjects, send a postcard query to me in care of the Better Business Bureau, Spreckels Bldg., San Diego. Don't hesitate to call on us at any time.

BOIL FRY WARM
You Dial All Cooking Methods with
TOP BURNER TEMPERATURE CONTROL
New CP Gas Ranges, now at your dealers, feature automatic controls for the top burner so you can cook without worry. The heat in the pot controls the flame! See any of these makes:
● GAFFERS & SATTLER ● MAGIC CHEF ● O'KEEFE & MERRITT ● ROPER ● TAPPAN ● WEDGEWOOD OR ● WESTERN-HOLLY
BUREAU OF HOME APPLIANCES OF SAN DIEGO COUNTY

LETTER TO THE EDITOR

Most auto manufacturers seem determined to crash the sound barrier and some drivers seem determined to try it.

The leading device recently introduced to reduce accidents is the safety belt. Cornell University demonstrated with a dummy in the car (no reflection on present drivers) and showed in collisions the dummy would not go through the windshield if equipped with lap belt. UCLA made similar tests.

The belt around the chest would be better but this is not on the market and would be harder to wear. The lap belts can be removed quickly. Many autoists have bought these belts and even children do not mind wearing them. Many city and state police cars have them, including our own. Physicians use them and now trucks and company cars have them. The belts can be attached to most cars in use. They are not an all-cure but have saved lives.

Other helps, mostly for new cars, are the improved door latch which prevents doors opening suddenly with dire results, the depressed steering wheel, soft covering for the dashboard, and less sharp ornaments for the front.

If folks must go fast they should be equipped for it. Most agree that 38,000 deaths annually on the highway is a national disgrace.

J. PAUL HERITAGE
4888 Del Mar Ave.

CAMP FIRE GIRLS

Camp Fire Girls of the Mennipa group were presented on the "Heaven On Earth" radio show Monday. Mrs. R. A. Maloney, 1062 Bangor, talked on the Camp Fire program. Mrs. J. F. McClure is leader of the group.

PENINSULA PERSONALITIES

By AVIS STONE

After 31 yars service in the Navy, Lt. Cmdr. William E. Held has retired and plans for civilian life have begun with the purchase of a large new home in the newer section of the Peninsula, in the 800 block on Amiford.

Lt. Cmdr. (ret.) and Mrs. Held with their family lived on Trieste St., until two years ago when a change of orders transferred them to the Canal Zone.

Happy to be back in familiar territory are the two Held boys, Robert, who is in ninth grade at Dana, and John, in sixth grade at Sunset View. Another son, William E. Jr., who graduated from Point Loma, is currently attending Annapolis.

Mrs. Bourne Tyler had a very pleasant week-end entertaining her brother and his wife, Mr. and Mrs. John Moore, when they stopped here for a visit on their return trip to St. Louis from Honolulu, where they had been vacationing for the past few weeks.

Mr. Moore, who is a veteran of the first World War, received his Air Corps training at San Diego and his last visit here was two years ago.

Along with the renewal of friendships, two nieces were also visiting, Mrs. Ruth Morley and Mrs. Carolyn West. Both are lip reading teachers for the hard of hearing in the City Schools.

Busy with spring gardening these days is the family of Mr. and Mrs. John Gasparovic who have made the move from National City a permanent one by purchasing a home in the 3900 block on Del Mar Ave. Also lending a hand to "mother nature" are the two Gasparovic youngsters, Michael 8, and Johnny, 3.

From inland La Mesa have come Mr. and Mrs. Dean McLeod and their 8-year-old son Douglas, to take up residence in the 2200 block on Catalina Ave.

It was a short haul for Mr. and Mrs. Dick Tourell and their 9-month-old daughter Diana, when they recently made the move from Del Mar Ave. into their newly purchased home on Venice St.

Another short haul in the opposite direction was made when the worldly goods of Mr. and Mrs. Clark Houston were moved into their new home on Venice St. from Saratoga Ave. Mr. Houston, who is employed in the engineering department of Ryan Aircraft, and his wife have two children, Cheryl, 8, and Mark, 6.

Mr. and Mrs. Kenneth Golden are kept busy these days making preparations for a move that will take them into their new home on the corner of Ibsen and Chatsworth, which is currently undergoing redecorating and some remodeling.

Mr. & Mrs. Arthur Jessop were hosts at a dinner party given recently in their home honoring the March birthday of Mrs. Elmer Small.

Mr. and Mrs. Pat Foster have returned to their home on Brighton Ave. from a brief stay at Riverside where they had been visiting Mr. Foster's parents, Mr. and Mrs. R. H. Foster.

The visit took the form of a family get-together when the birthday of Pat was honored by a dinner party which had as well-wishers his brother and family in attendance, Mr. and Mrs. William N. Foster and their two children, Pamela Sue, and Billy.

Balmy spring-like weather served as prompter for Dick Calta, George Stone, and Bill Jenkins to set out for Palm Springs where they visited with friends over the week-end.

Mr. and Mrs. C. R. Jones also took advantage of the nice weather when they and another couple, Mr. and Mrs. Bob Whipple, took off for a pleasant week-end at Borrego.

Mr. and Mrs. J. D. Bailey have come from North Hollywood recently to make their home on Santa Cruz Ave. The couple have two children who are fast making new friends at schools they attend. Don, who is 14 is in the 9th grade at Dana, and Dana, 9, attends Ocean Beach Elementary School.

Mr. and Mrs. Ray Wood, formerly from Decatur, Ill., have left their Sunset Cliffs address and now reside in the 4600 block of Coronado.

Mr .and Mrs. Walter Romanowsky have come from Lafayette, Indiana, to enjoy the southern California climate and are at present living in the 4600 block on W. Point Loma Blvd.

Looking forward to lots of fun on the beach this summer are Sandra and Thresa Karnejay who, with their parents, Mr. and Mrs. John Karnejay, recently moved into the area and now reside in the 4600 block on Brighton Ave.

Another group of youngsters looking forward to beach playtime are Eddy, Mike and Kathleen Jibbs. They are also newcomers to this area and live with their parents Mr. and Mrs. Edmund Jibbs on Del Monte.

Upon retirement after many years service in the Navy, Albert M. Swanson decided that the place for a permanent home was right here in the Peninsula area, and so he has done just that. Mr. and Mrs. Swanson and their daughter Marsha, 14, are by now quite settled in their own home in the 4600 block on W. Pt. Loma Blvd.

It can be quite a thrill moving into the first home of your own ,at least that is the way that Mr. and Mrs. William Hamlin feel as they busy themselves with getting things settled in their new home on Tarento.

Fairest Of Fair Prelim Set Here

The Ocean Beach 20-30 Club, which is credited with having "discovered" Gay Cowie, the current Fairest of the Fair and Miss Con-Tour, has scheduled a preliminary contest for this area on Monday, April 16, it was announced by Robert S. Moore, of the 20-30 Club. It will be in the Loma Theatre at approximately 9 p.m.

Two entries already have been received—Jeannie Stallard, 17, of 4227 Orchard, and Linda Cowie, also 17, 3446 Victory. Single girls, between the ages of 17 through 22, are eligible. They will be graded on a point bassi for personality, beauty, charm and poise.

Two girls will be selected at the preliminary here. They will represent Ocean Beach and Point Loma in final competition at Del Mar, Sunday afternoon, June 10.

Of special interest, KFSD-TV (Channel 10) will film the preliminary contest for presentation on its news show as a "Salute to Ocean Beach and Point Loma."

Entry blanks can be secured by contacting Moore at AC-3-3781.

The winner at Del Mar will succeed Gay as Fairest of the Fair and Miss Con-Tour and will reign over the Southern California Exposition and County Fair, June 29 through July 8. She is hostess of the San Diego Convention & Tourist Bureau for a year.

Direct Distance Dialing To Start April 15; You'll Receive Booklet

men have nearly completed checking out lines connecting the local dial equipment office with Direct Distance Dialing headquarters at 7th and University avenues, San Diego.

Local people with dial telephones will be able to pick up their receiver and dial many of their own long distance calls to many sections of the country after the introduction of DDD April 15. Charges for these calls will remain the same.

You'll be receiving an instructional booklet with detailed explanations of all phases of the program the first week in April.

The DDD cut-over marks the first time all dial telephone users in a metropolitan area will have access to nationwide dialing.

Most of the 2½ million telephones in Southern California will be dialable from here. Among those included are Alhambra, Anaheim, Arcadia, Burbank, Compton, Culver City, El Centro, Escondido, Glendale, Long Beach, most Los Angeles numbers, and Pasadena.

Eighteen major cities in the country outside Los Angeles also will be dialed. They are Boston, Chicago, Cleveland, Denver, Detroit, Milwaukee, Oakland, Sacramento, San Francisco, Portland, Newark, New York City, Oklahoma City, Philadelphia, Pittsburgh, Phoenix, St. Louis, and Washington, D. C.

Mr. & Mrs. Small Win Greenhouse

The faces of Mr. and Mrs. Elwin A. Small carried mixed expressions of surprise, amazement, and pleasure as they watched the workmen assemble a 9x12-foot greenhouse on the property to the rear of their home on Bermuda ave. this past week.

The greenhouse, which was the result of a recent drawing at the Pacific Flower Show in Balboa Park, came about in quite an unexpected manner for the Smalls.

Miss Frances Brennan, a neighbor whom the Smalls had helped in various ways during her recent hospitalization and convalesence, presented the couple with a pair of tickets to attend the show as her guests.

Mr. and Mrs. Small were unable to go to the show until the last day of its week-long run and only out of formality were the ticket stubs deposited in the box for the drawing that evening.

It was largely curiosity that prompted them to wait along with the hundreds of onlookers —and many of those hopeful persons had purchased several tickets.

Suspense was short-lived when, much to the amazement of Mr. and Mrs. Small, the first ticket stub drawn turned out to be theirs!

Mail deliveries to 4818 Bermuda Ave. will no doubt receive a sudden increase as information on "how to go about being an expert in the greenhouse field," pours in to assist our winners.

GLADYS BOWEN Dance Studios
Private and Class Ballroom Dancing
2195 Chatsworth Boulevard
Phone A[illegible]-8400

Television Program

Thurs., Mar. 22

5:00 (6) Ranger Hal
(8) Mickey Mouse
(10) Pinkey Lee
5:30 (10) Howdy Doody
6:00 (6) Little Rascals
(8) Sheena
(10) Gene Autry
6:30 (6) Johnny Jet
(8) Sgt. Preston
7:00 (6) Search for Adventure
(8) Dr Hudson's Journal
(10) Kraft Theatre
7:30 (6) Western Marshall
(8) People in News
(10) Dinah Shore
7:45 (8) Local News
(10) News Caravan
8:00 (6) Mark Saber
(8) Bob Cummings
(10) You Bet Your Life
8:30 (6) Feature
(8) Climax
(10) Peoples Choice
9:00 (10) Dragnet
9:30 (8) 4 Star Play
(10) Ford Theatre
10:00 (6) Pic. Window
(8) Warner Bros.
(10) Lux Vidio
11:00 (8) Stop Music
(10) Paul & Ford
11:30 (8) Last Edition
(10) Tonight

Fri., Mar. 23

5:00 (6) Ranger Hal
(8) Mickey Mouse
(10) Pinkey Lee
5:30 (10) Howdy Doody
6:00 (6) Little Rascals
(8) Ozzie & Harriet
(10) Cavalcade of Sports
6:30 (6) Johnny Jet
(8) Person - Person
6:45 (10) Roy Rogers
7:00 (6) Capt. Z-ro
(8) Playhouse
7:30 (6) Ellery Queen
(8) People in News
7:45 (8) Local News
(10) News Caravan
8:00 (6) Soldiers of Fortune
(8) Death Valley Days
(10) Truth or Consequences
8:30 (6) Mr. District Atorney
(8) Miss Brooks
(10) Gildersleeve
9:00 (6) Hiway Patrol
(8) Crusader
(10) Big Story
9:30 (6) The Whistler
(8) Playhous of of Stars
(10) Star Stage
10:00 (6) Sherlock Holmes
(8) Lineup
(10) Lawrence Welk
10:30 (6) Wrestling
(8) Halls of Ivy
11:00 (8) The Vise
(10) Man Behind The Badge
11:30 (8) Night Final
(10) Tonight

Sat., Mar. 24

5:00 (6) Home Theatre
(8) Football
(10) Teen Preview
5:30 (10) Patio Chats
5:30 (8) Ford Jubilee
(10) Story Theatre
6:00 (6) Walk In Theatre
(10) Premier
6:30 (10) Uncommon Valor
7:00 (8) Fav. Husband
(10) Kit Carson
7:30 (6) Jalopy Races
(8) Harry Owens
(10) Big Surprise
8:00 (6) Tex Rasslin
(8) Stage Show
(10) Perry Como
8:30 (8) Honeymooners
9:00 (6) Bowling
(8) Two for Mnoey
(10) People are Funny
9:30, (8) Badge 714
(10) Jimmy Durante
10:00 (6) Movie parade
(8) Crossroads
(10) Heres The Show
10:30 (8) Runyon Theatre
(10) Hit Parade
11:00 (8) Conquest
(10) Star Theatre

Sun., Mar. 25

5:00 (6) Triple Thea.
(8) Sun. Lucy Show
(10) Sun. Matinee
5:30 (8) TV Digest
(10) Capt. Gallant
6:00 (6) Movie Parade
(8) Sun News
(10) Meet Press
6:30 (8) What's My Line
(10) Roy Rogers
7:00 (6) G. Lombardo
(8) Private Secre.
(10) It's a great life
7:30 (6) Movie Parade
(8) Lassie
(10) Frontier
8:00 (8) Ed Sullivan
(10) Variety Hr.
9:00 (6) Secret File
(8) G E. Theatre
(10) TV Playhouse
9:30 (6) Crime Report of San Diego
(8) Al. Hitchcock
10:00 (6) Mystery Theatre
(8) Appointment Adventure
(10) Loretta Young
10:30 (8) Beat Clock
(10) Victory at Sea
11:00 (8) News Spec.
(10) Paul Ford

Mon., Mar. 26

5:00 (6) Ranger Hal
(8) Mickey Mouse
(10) Producers Showcase
5:30 (10) Howdy Doody
6:00 6) Little Rascals
(8) Annie Oakley
(10) Roy Rogers
6:30 (6) Johnny Jet
(8) Robin Hood
7:00 (6) Cowboy Gmen
(8) Superman
(10) Wyatt Earp
7:30 (6) Cisco Kid
(8) People in News
(10) Tony Martin
8:00 (6) Pendulum
(8) Burns & Allen
(10) Movie
8:30 (6) Feature
(8) Art Godfrey
8:30 (6) Feature
(8) I Love Lucy
9:30 (8) Dec. Bride
(10) Robt Montgomery
10:00 (6) Pic. Window
(8) D Fairbanks
10:30 (8) Studio One
(10) San Diego '55
10:45 (10) Even Adv
11:00 (10) Paul-Ford
11:30 (8) Dollar See.
(10) Tonight

Tues., Mar. 27

5:00 (6) Ranger Hal
(8) Mickey Mouse
(10) Pinkey Lee
5:30 10) Howdy Doody
6:00 (6) Little Rascals
(6) Hitchcock
(10) Gene Autry
6:30 (6) Johnny Jet
6:30 (8) News Review
6:45 (8) Patti Page
7:00 (6) Judge Bean
(8) Racket Squad
(10) TV Theatre
7:30 (6) Waterfront
(8) People in News
(10) Dinah Shore
7:30 (8) Local news
(10) News
8:00 (6) Science Fict
(8) Navy Log
(10) Milton Berle
8:30 (6) Life of Riley
(8) You'll Never Get Rich
9:00 (6) Race to the Rosebowl
(8) Meet Millie
(10) Jane Wyman
9:30 (8) Red Skelton
(10) Playwrights 56
10:00 (6) Pic. Window
10:00 (8) $64.000 Question
10:30 (8) I've Got A Secret
(10) Big Town
11:00 (8) Topper
(10) Paul Ford
11:15 (10) News
11:30 (8) Nite Final
(10) Tonight

Wed., Mar. 28

5:00 (6) Ranger Hal
(8) Mickey Mouse
(10) Pinkey Lee
5:30 (10) Howdy Doody
6:00 (6) Little Rascals
(8) Wed. Fights
(10) Roy Rogers
7:00 (6) Laur & Hardy
(8) Box Office
(10) Break Bank
7:30 (6) Rin Tin Tin
(8) People in News
(10) Eddie Fisher
7:45 (8) Local News
(10) News
8:00 (6) Ed Arnold
(8) Godfrey
(10) Playhouse
8:30 (6) Camera 4
(10) Father Knows
9:00 (6) Feature
9:00 (8) Millionaire
(10) Kraft Theatre
9:30 (8) Eddie Cantor
10:00 (8) Names the Same
(10) This is your Life
10:30 (6) Pic. Window
(8) Room for Dad
(10) Confidential File
11:00 (8) Meet Mayor
(10) Paul & Ford
11:15 (10) News
11:30 (10) Tonight

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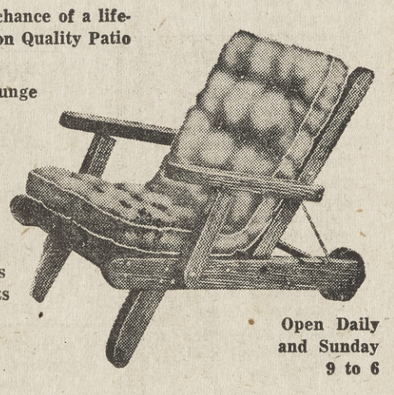

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Home Talent Fashion Show Planned By Pt. Loma Assembly For March 23

Point Loma Assembly will present its third annual Home Talent Fashion Show, Friday, March 23, at 12:30 p.m. at the Assembly clubhouse, 3035 Talbot St.

Members will model their own costumes. Mrs. A. P. Lyons, chairman and commentator, will be assisted by Mrs. E. C. Hurst. Mrs. Glenn Bovee will furnish background music at the piano.

Models are: Mrs. Carl Ackerman and daughter, Dianne; Mrs. Russell Kleigel, daughter, Nancy, and mother, Mrs. Lona Wade; Mrs. J. W. Nichols and her grand neices, Judy and Kay Blackburn; Mrs. John Shellabarger and daughter, Karen; Mrs. Paul Scates and granddaughters, Carolyn and Virginia Dingman; Miss Lonnie Kelly, granddaughter of Mrs. Lyons.

Other models include: Mmes. Ralph Phillippi, John W. Martin, Albert Freedman, C. E. Kearney, Frank Guasti, Perry Bailey, C. J. Bowers, E. A. Carter, Lyman Dixon, Milan Early, Ralph E. Hall, C. E. Hurst, George Ladd, H. C. Larsen, Thomas Marks, C. M. McCormick, Richard Miller, J. J. Noel, James Ogle, Arthur O'Keefe, Andre Rogers, Clyde Rutledge, T. F. Ryan, E. F. Sheffield, Walter Tatum, Frederick C. Thompson, and Miss Viola Summermeyer.

Mrs. Ralph Hall, in charge of dessert and bridge, will be assisted by Mmes. C. J. Doon, Perry Bailey, John Darwin, James Wade, Dudley Hosea, and Miss Byrd Taft.

In charge of reservations are Mmes. Clyde Rutledge and Herbert Fifield.

WHO'S NEW IN POINT LOMA

Friends of Mr. and Mrs. Henry West will be glad to know they are back on Point Loma. They sold their home at 2421 Chatsworth, took an apartment on Date St. for awhile, and are now getting settled in their new home in the 3300 block of Goldsmith.

Mrs. Thomas J. Dixon of Los Angeles, has leased a home on Wisteria Drive. She will be near her daughter, Mrs. William C. Keller, 3636 Curtis St.

Another Los Angeles family chose Loma Portal and are at home now in the 3400 block of Zola. They are Mr. and Mrs. John DeDomenico and their four children. Mr. DeDomenico is manager of Pan American World Airways.

Newcomers from El Cerrito are Mr .and Mrs. L. R. Lingenfelter and their two small sons, who have taken an apartment on Rosecrans. Mr. Lingenfelter is an engineer for a local aircraft company.

Mr. and Mrs. L. J. Busch, 4834 Niagara St., have bought a home on Gage Drive in Loma Valley. Mr. Busch is manager of operations for American Air Lines. Mrs. Busch is a secretary at the Institute of Oceanography in La Jolla. They have two children, Mary 14, and Larry, 11.

Mr. and Mrs. J. A. Stephenson, of Yakima, Washington, have bought a home in the 3400 block of Keats. Both artists, Mrs. Stephenson does sculpture and oil paintings while Mr. Stephenson produces fine woodcraft.

Omaha, Nebraska was the address of Lt. (jg. USNR) and Mrs. Gary E. Rademacher before they moved to Point Loma and bought a home in the 3200 block of Hill St. Lt. Rademacher is with the dental corps at the Naval Training Center.

Mrs. Frank G. Young, 1531 Rosecrans, has moved to an apartment in the 3700 block of Curtis St.

WASHINGTON AND "SMALL BUSINESS"

By C. WILSON HARDER

Some readers inquire "What will be effect of GAW, or Guaranteed Annual Wage principle negotiated by Walter Reuther?"

* * *

It would take, indeed, a crystal ball to predict eventual outcome of this arrangement. As long as car sales hold up, thus maintaining production, there is obviously no great problem. True test will come when and if market slumps.

C. W. Harder

* * *

Obviously, if condition is reached whereby auto workers will be paid for many months for doing nothing, it is quite certain general economic conditions will also be down.

* * *

In a falling market, it is classic procedure to stimulate business by offering greater values than enjoyed in boom times.

* * *

But question arises as to just how this can be accomplished in automobile industry under terms of this contract. Assume a fall of sales requires cutting back production fifty per cent with like reduction in work force.

* * *

Fifty per cent of the work force remaining will still cost the industry the same amount of money per wage hour for building up guaranteed wage fund as when full employment existed. Thus, auto industry could be faced with choice of operating at a loss, or keep running at full capacity until a big inventory is built up, then closing down completely, escaping any wage or welfare payments.

* * *

But in such an event, because many other industries depend on auto business, a severe depression could result. So it is not unlikely to prevent a general collapse government might develop an automotive price support program similar to farm programs. This could lead to American socialization.

* * *

There is another factor in situation, that revolves around the "Forgotten Man" of automotive industry, the independent auto dealer. He is guaranteed nothing, despite his investment.

* * *

In past three years, when minor slumps occurred in auto market, it came out of dealers' hides, who, to maintain franchise, were expected to keep selling cars, regardless of profit.

* * *

And thereby rests whole future of automotive industry. Regardless of production facilities, engineering skills in Detroit, or calibre of workers, the assembly lines are but idle, useless junk without widespread corps of dealers to sell that production, to "wheel and deal" in the market place to keep production sold, to send cash to the factory to meet payrolls.

* * *

So, it is possible the time will come when auto industry will give a perfect example of weakness or virtue monopoly in any field. Obviously, it takes a huge labor organization to negotiate with huge motor firms.

* * *

Yet huge auto makers and huge auto labor, seemingly overlook most basic point about their common industry. The entire tremendous structure all depends on health of a large network of independent dealers. And car dealers are guaranteed nothing. So the independent car dealer was the little man who wasn't there when GAW was negotiated, yet in final analysis, he supports both management and labor. And until such time as management and labor gives full recognition to this fact, they are just kidding each other.

© National Federation of Independent Business

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Canned Spaghetti Franco-American Meal time helper 15-oz. can 13¢

MJB Long Grain Rice Lenten special 28-oz. pkg. 37c 14-oz. pkg. 19¢

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Large Grade AA Eggs Cream O' Crop Large AA dozen 55¢

Medium Grade AA Eggs Cream O' Crop Medium AA dozen 52¢

Beverages

Budweiser Beer Six pack 6 12-oz. cans $1.20

Best Beer Six pack 6 12-oz. can 79¢

Regal Pale Beer Regal Beer 12-oz. can 19¢

Dessert Wines Monte Cristo—Muscatel, Port and Sherry 5th 76¢

Monte Cristo Dry Wines Sauterne and Burgundy 5th 67¢

Cleaning Aids

Citrus Soap Granulated 46-oz. box 51c 22-oz. box 27¢

Glass Wax Gold Seal pint can 59¢

Windex Cleaner Glass Cleaner 20-oz. bottle 35c 6-oz. bottle 16¢

Paste Wax Johnson's lb. can 69¢

Johnson's Pride Johnson's 8-oz. bottle 79¢

Jane Arden Cookies

Chocolate Drop Jane Arden lb. bag 49¢

Coconut Puffs Jane Arden 6½-oz. pkg. 27¢

Coconut Bars Jane Arden 8¼-oz. pkg. 27¢

Curtsy ORANGE ICED GOLD SQUARE LAYER CAKE 23-oz. Cake 49¢

Easter Candy

Jelly Eggs Roxbury 16-oz. pkg. 29¢

Speckled Eggs Roxbury Jelly candy 16-oz. pkg. 29¢

Marshmallow Eggs Roxbury Chocolate covered 13-oz. pkg. 29¢

Chocolate Cream Eggs Roxbury 8-oz. pkg. 29¢

Jelly Beans Roxbury 16-oz. pkg. 29¢

Variety Meats

Canadian Bacon Price per whole can 3 lb. can $2.95

Breakfast Beef Armour's 1lb. pkg. 69¢

Brown & Serve Links Swift's Sausage 8-oz. pkg. 49¢

Fish Varieties

Rainbow Trout Frozen, ready to fry Crispy and tender 8-oz. pkg. 59¢

Whiting Captain's Choice Frozen Whole Fish 1½-lb. pkg. 39¢

Breaded Shrimp Captain's Choice Frozen Shrimp 10-oz. pkg. 63¢

Frozen Foods

Frozen Peas Bel-air 10-oz. pkg. 21¢

Frozen French Fries Bel-air French Fried Potatoes 2 9-oz. pkgs. 35¢

Frozen Onion Rings Coronet 4-oz. pkg. 31¢

Frozen Succotash Bel-air 10-oz. pkg. 21¢

Mixed Vegetables Bel-air 10-oz. pkg. 19¢

Dairy Products

Lucerne Buttermilk Lucerne—½ gal. 31c qt. 16¢

Concentrated Milk Lucerne qt. 51½¢

Half and Half Milk Lucerne—quart 45c qt. 24¢

Chocolate Dairy Drink Lucerne qt. 19¢

Homogenized Milk Lucerne, ½ gal. 41c qt. 20½¢

Safeway Garden Fresh Produce

Red Delicious APPLES Washington State Delicious Crisp, Red Pound 12½c

Carrots Waldorf Brand lb. pkg. and over cello pkg. 6¢

Celery Hearts 2 or more Stalks per pkg. pkg. 17¢

ARIZONA GRAPEFRUIT 8-lb. mesh bag 35¢ Sweet Fine Flavor

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Nucoa Margarine lb. pkg. 25¢

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These Prices Effective in all Safeway Stores in San Diego County Thurs., March 22 thru Sun., March 25. Limit Rights Reserved

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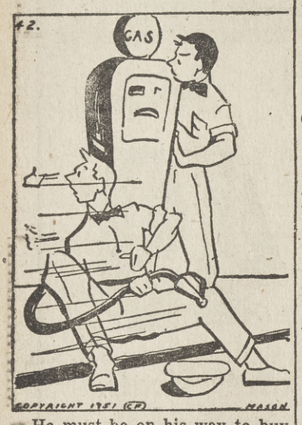

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$87—3 B.R. unfurn, Near Midway Theatre. 3 children. Phone JU-2-0897, BR-6-2356.

5C—Apts., Furn. & Unfurn.

$70—1 Bedrom furnished, wall to wall carpeting, venetians, garage, laundry facilities. Phone AC-2-8278 after 4. 4822 W. Pt. Loma Blvd.

$90—Pt. Loma 1 B.R. furn. Near all. Adults, Bay View. Phone AC-2-9378.

$70—2-bedroom Duplex unfurnished. 1 child OK. Phone AC-3-0902.

STUDIO APARTMENT — Private entrance and shower, $10 week. 4653 Del Monte, AC-2-2480.

2 Bedroom apartment unfurn. Also furn. room. AC-2-4898.

5E—Rooms

ROOM with bath, heat. Entry. View. Point Loma. AC-2-8707.

$40—Single Man, bath, garage. Private entrance. AC-3-3837.

5G—Misc Rentals

DO IT YOURSELF

Rent Our Tools & Equipment
Cement Mixers, Wheelbarrows, Lawn Weed Cutters, Power Lawn Mowers, Lawn Renovators, Roto Tillers, Garden Tractor, with Dozer and Plow, Sanders, Misc. portable electric tools. Trailers Elect. Hedge Shears

AUSTIN'S
4856 SantaMonica AC-3-8324

8—Contractors, Builders

REMODELING & ROOM ADDITIONS
Let us assist you in your planning and financing.
FREE ESTIMATES & ADVICE
SAN DIEGO HOME IMPROVEMENT CO.
4837 Voltaire
Day AC-3-6210 Nite AC-3-8849

FINE HOMES CONSTRUCTION COMPANY

Our latest 2 bedroom on your lot. Reduced price for 30 days use as model .Call Ruth Lloyd, AC-2-6817.

WALLS, fireplaces, patios, barbecues, drains, carpentry, plastering repairs Free estimates. A Simas. AC-2-6717.

9—Painting & Decorating

ROBBIE'S
Pittsburgh Paint Store
Painting & Paperhanging
Contractors
FREE ESTIMATES
1855 BACON ST. AC-2-6181
Merrill A. Robertson

INTERIOR - EXTERIOR Painting. Low Hourly rates. Clean Work. No job too small. AC-2-8273.

10—Landscaping

Andy's
LAWN MAINTENANCE
Gardening Service, Tree Service
Free Estimate
AC-3-5358

LANDSCAPE GARDENING
BY
BEN M. STONE
EXPERT PRUNING, HAULING
Monthly Maintenance
AC-3-7668 AC-3-9477

TOPSOIL
Grading, Skiploading
Larry Eulberg, AC-2-8883

13—Schools, Instruction

MUSIC LESSONS
On Saxaphone, clarinet & flute, 25 years teaching experience. Beginners or advanced. $1.50 my home. Mr. Franzman, Phone AC-2-4584.

14—Personals

TO PROVIDE JOBS FOR THE HANDICAPPED
GOODWILL NEEDS . . .
Clothing, men's, women's, childrens' of all kinds and sizes. Furniture and bedding, shoes, housewares and electrical appliance.
GOODWILL INDUSTRIES
402 5th Ave. BE-3-5157
24 hr. Telephone Service
Myron Insko, Exec. Director

15—Services Offered

Curtains - Draperies
'Everything for your windows'
READY MADE Curtains, Bedspreads, Rods, Draperies, Shades, Venetian Blinds, Accessories.
CUSTOM MADE Hand-Tailored Draperies, Cornices, Slip Covers. Free fabric displays and estimates by experts in your home.
30-60-90 DAY ACCOUNTS
—NO EXTRA CHARGE
JONIAUX
CURTAINS—DRAPERIES
Jules R. Joniaux, Prop.
1851 Bacon St. Ocean Beach
AC-3-5465

LAWN MOWERS SHARPENED
Hand or power by factory approved methods. Satisfaction guaranteed.
Saws, Shears, Hand Tools
Pick-Up and Delivery
AUSTIN'S
4856 Santa Monica AC-3-8324

SMALL APPLIANCE Repair, lamps rewired. Fast Service. Furniture Repaired. Cabinets made to order.
VARLEY'S
4837½ Voltaire AC-2-2028

WALT'S
LANDSCAPE GARDENING
LAWN CARE
Bulldozing Clean Ups
Free Estimates AC-3-8362

LOOKING FOR
Best deal in yard care, gardening, clean-ups, trash removal, painting and others. Vets trying to make a buck. You set the price. BR-3-5297.

PURCELL RUG FARM, Used Rugs & Carpeting, wall-to-wall carpet, cleaning, modern latest equipment. Sewing & binding. 9x12 Cleaned $6.00. 4234 Voltaire, AC-3-9877.

WINDOW CLEANING — Residential, Commercial. Also floor waxing. Call Tony AC-3-8314, AC-2-7627 or AC-3-9635.

INCOME TAX
Your Home.
AC-3-9656 BE-9-1146

PROFESSIONAL
PAPER HANGER
Reliable. Reasonable. Free Est.
HU-8-8163 AC-3-0290

CABINETS — Furniture, store fixtures, displays manufactured. Furniture Refinished. AC-3-1592.

15—Services Offered

TYPEWRITERS
ADDING MACHINES
Buy for less. Discount to Service Men. Rentals, Repair, Sales. 30 years experience.
Beach Typewriter Co.
5035 Newport AC-2-7133
Ocean Beach

MIMEOGRAPHING
Distinctive Work.
IBM Electric Typewriter.
Dictaphone Transcribing.
LELA LAYNE
1051 Rosecrans AC-2-3719

WINDOW SHADES
Repaired — Replaced
Bring in your old rollers and save.
SHAW'S FURNITURE
4051 Voltaire AC-3-3630

CARPENTER - JOURNEYMAN, Particular work for particular people. Roy Bonham, AC-3-7331.

CARPENTRY, Repairs, remodeling, gardening, maintenance References. AC-3-1704.

CARPENTRY, Repairs, Remodeling, Finish. By hour or day. AC-2-2305.

EXPERIENCED GARDNER, Handyman. Call after 6 p.m. AC-3-0671.

IRONING or Baby Sitting, My home or yours. Reasonable. AC-2-2317.

LAWN MAINTENANCE—Painting, cleanup, hauling. Call Larry. AC-2-2581, AC-3-1105.

EXPERT IRONING done in my home. AC-2-6797.

IRONING—Very neatly done in my home AC-3-6644.

PICK UP AND DELIVERY Service. Light hauling. AC-2-4475.

IRONING — Light mending. $1 hour. AC-3-6624.

BEAUTY SHOPS

PAULINE'S BEAUTY SALON
5005 Niagara AC-2-8687

CARDROOM

Under new management. — PASTIME CLUB CARDROOM. 5049 Newport-Ocean Beach. For a pleasant evening join your friends at the Pastime. Ladies Welcome. Bill and Avis Egry, Props.

CHAIR CANING RUSH SEATS

BLIND INDUSTRIES
OF CALIFORNIA
1861 Bacon AC-2-1101

CHILDREN'S SHOPS

MORLIN'S TOT SHOP
1918 Cable AC-3-3817

COCKTAIL LOUNGES

WEBB'S CANTEEN
Dancing Nightly
1921 Bacon AC-3-9350

ELECTRICAL CONTRATORS

C. O. CARL & SON
2223 Bacon AC-3-1919

FLORISTS

JO'S FLOWER SHOP
4728 Voltaire AC-3-3306

FUNERAL HOME

BEARDSLEY FUNERAL HOME
1818 Sunset Cliffs
AC-3-8100

HARDWARE

SCHOEN'S HARDWARE
Housewares . Paints Toys
4827 Newport AC-2-8091

JEWELERS

SMITH & SONS JEWELERS
4831 Newport AC-3-0718

LAUNDRIES—Self Service

OCEAN BEACH
LAUNDROMAT
1877 Cable AC-3-1165

LUMBER

POINT LOMA LUMBER CO.
4975 N. Harbor Drive
AC-3-7111

MOVING & STORAGE

OCEAN BEACH TRANSFER
MOVING AND STORAGE
5040 NEWPORT AVE.
AC-3-3271

B & K TRANSFER
1930 Bacon St. AC-3-9008

DON'T WAIT!
APRIL 15TH IS THE DEADLINE
For Federal and State Income Tax
— for —
COMPLETE INCOME TAX SERVICE
RYCO SERVICE CO.
HOURS: 9 A. M. TO 5 P. M. INCLUDING SAT.
EVENINGS AND SUNDAY BY APPOINTMENT
4318 VOLTAIRE AC-3-3106

15—Services Offered

NOTARIES

SIEGEL REALTY
4170 Voltaire AC-3-7147

NURSERIES

BLUE PACIFIC NURSERY
4850 Newport AC-2-1151

OPTOMETRISTS

JOHN DAVIS LONG, O. D.
1370 Rosecrans AC-3-3114

STANLEY R. COBB, O. D.
1952 Sunset Cliffs
AC-2-3039

PLUMBING

RALPH DOVER
4725 Voltaire AC-3-8832
COMPLETE REPAIR SERVICE

SCHOOLS

Nursery to First Grade
Little Tots
Nursery School
4972 Santa Monica - AC-2-2314

SCHOOLS—Academic

Nursery To 9th Grade
WARREN WALKER SCHOOL
4605 Pt. Loma Ave.
AC-3-3663

SERVICE STATIONS

BILL'S MOBILGAS SERVICE
Corner Point Loma Ave.
and Sunset Cliffs, AC-2-4422

SHOE REPAIR

WOOD'S SHOE SERVICE
4979 Newport AC-2-0165

TAXI SERVICE

A.B.C. CAB CO. AC-3-8322
2-Way Radios Open 24 hrs.
Low, Low Rates - Go Anywhere
5 can ride for price of 1
5049 Newport

WATER SOFTENERS, Sales & Service

DUDLEY PLUMBING
4950 Voltaire AC-3-7468

17—Child Care

YOUNG MOTHER and young ex-teacher will care for children in their home. 2246 Worden St. AC-2-4980.

BABY SITTING, Evenings. Own transportation. AC-3-6483 or AC-3-1325.

CHILD CARE—Any age $10 per week. My home. Fenced yard. References. 4659 Green Street.

CHILD or Aged care. Local References. AC-2-8925.

BABY SITTING or care of elderly person. AC-2-7177.

BABY SITTER, Experienced. Anytime. AC-2-8174.

EXPERIENCED Child care preschool age. AC-2-7043.

RELIABLE BABY SITTER. Available anytime. AC-3-5754.

18A—Help Wanted

Free Public Employment Service

EMPLOYMENT
OPPORTUNITIES
In Beach Areas and other parts of San Diego

Waitresses
Fountain Girls
Sales Persons
Auditors
Accountants
Stenographers
Typist Clerks

ALL TYPES OF SKILLED JOBS FOR MEN, BOTH CLERICAL AND MECHANICAL

Apply in PERSON
DEPARTMENT OF EMPLOYMENT
761 COLUMBIA ST.
8 to 4:30 P. M.

18—Situations Wanted

DESIRE Typing, general office work this area, 2½ days per week. AC-3-5084.

19—Help Wanted Female

LADY to live in and care for 2 small children. Room and board. Salary open. AC-2-5911 before 5 p.m.

MATURE WOMAN to care for child 5 nights weekly. Phone AC-2-5675.

21—Radio, TV Service

TELEVISION AND RADIO SERVICING
IS OUR BUSINESS
We specialize in Radios, record players and car radios. All house calls in beach area, $2.50.
POINT LOMA RADIO & TV
Your Packard Bell Dealer
AC-2-8378 4875 Voltaire

TV SERVICE. Cash and carry. Big Savings. Fast, efficient service! Open evenings. Luckey Marine Radio, 4733 Point Loma Ave. AC-2-3069.

21A—Radio, TV Sales

RENT A TV
Factory Service. ALL MAKES
Open evenings.
BAY TV
2194 Cable AC-2-8447

TELEVISION FOR SALE—How many people would buy that television if the price was right? Use the classified ads for results

DICK'S TV SERVICE
Day & night Home Calls $3.50
HU-8-9624

24—Misc. For Sale

26-qt. Plastic Waste Basket $2.98
54" Metal Ironing Board.... $5.95
Jr. Line High Chair..... $9.95
Nursery Training Chair.... $3.95
Hardwood Play Pen..... $14.95
Child's Car Seat from..... $1.98
Rocking Horse $4.95
Folding Stroller $6.95

We Give Green Stamps ....
COMMUNITY FURNITURE CO.
4887 Voltaire AC-3-5714

INLAID LINOLEUM
Latest Designs by ARMSTRONG—Including CORLON
FREE ESTIMATES
SHAW'S FURNITURE
4051 Voltaire St. AC-3-3630

2 APARTMENT Stoves, $15 each. Frigidaire 36-in. high, $35. M.W. Refrigerator, 7 cu. ft., $45. Bed Divan, $35. Redwood Furn. All good. 2526 Chatsworth Blvd.

RANGE—39-inch Magic Chef. Good condition. Sell or trade for good range 36 inch or less. AT-1-9664.

HUDSON SEAL COAL size 14, $100. Fur neck piece $15. G. E. automatic blanket, $25. AC-3-0236.

DESK, Fine Buffet, Late model Hoover Vacuum, floor lamp, misc. items. AC-3-3533.

MAHOGANY Drop Leaf table, chairs, desk. Good condition. AC-3-3085.

REFRIGERATOR, Norge 16 cu. ft. $35. AC-3-3966.

ROUND BREAKFAST TABLE, $30. AC-3-6019.

MAHOGANY Bedroom Set, $75. 1470 Sunset Cliffs Blvd.

DRESSES, 1 tan, 1 blue, size 10. AC-3-6139.

26—Pets, Supplies

BOXER PUPPIES, Easter Gifts, $35 & $50. 5116 Long Branch. AC-3-8902.

28—Lost & Found

FOUND — TRICYCLE, 4864 Coronado. AC-2-8524.

LOST PARAKEET, Blue, near Cable and Niagara. AC-3-1072.

29—Autos for Sale

LATE 1949 PACKARD, radio, heater, overdrive. $300. Phone AC-3-1685.

30—Boats For Sale

24-ft. CABIN CRUISER, 1953 MITCHELL, ideal for fishing. TERMS. Consider late model car in trade. HE-4-6322, HE-4-3720.

MAHOGANY Racing Hull and Trailer, $155. 14-ft. Boat with 5 h.p. Johnson, $110. 2672 Bayside Lane.

22-FT. JIG BOAT MONTEREY, $425. JU-2-4108.

NEW 14-FT. BOAT, $200. Phone CO-4-2294.

30—Boats For Sale

BOATS FOR SALE
SWEET SIXTEEN PERFECT
FOR FISHING OR SKIING
18-ft. DRISCOLL INBOARD, Excellent $2,200
18-ft. KOHLER $1,200
24 h.p. Johnson Electric, long shaft or standard $350
12 h.p. SEA KING $200
BOAT TRAILERS
and TRAILER PARTS
Try The Powerful
Scott Atwater Motors
KETTENBURG BOATS
2810 Carleton AC-3-8161

BOATS FOR SALE
The best boat buy anywhere! Factory built 14-ft. Marine plywood speed boats. Bronze fastened. Mahogay deck, transom, gunwales, chines, seats, stringers & keel. Rugged, safe, roomy & fast. $215 here, less hard- & paint. Terms.
S. D. MARINE HARDWARE
1520 India BE-3-5135

42-ft. Commercial DIESEL, 400-Gal. fuel, 5-ton hold $3,500
27-ft. OWENS SEDAN CRUISER, R.C.A. Radio phone, Chrome Rod Holders, Immaculate $5,490
ARLISS KENT
KONA KAI CLUB
Dock 10 AC-2-5312

REAL ESTATE

PANORAMA OF COLOR

IS FEATURED in this lovely home overlooking the entrance to the harbor. Lots of boat activities backed by a marvelous view of the city and mountains. The den has brick fireplace and French doors to sundeck, 2 large bedrooms, spacious living and separate diningroom, luxuriously carpeted. Built-in oven, dishwasher and range in attractively tiled kitchen. Enclosed patio with lighted barbecue fireplace. ALL IN EXCELLENT CONDITION AND PRICED TO SELL FAST AT ONLY $24,500. SEE THIS AND BE CONVINCED IT'S TERRIFIC. CALL

L. VAN STELLE
REALTOR
2304 Sunset Cliffs Blvd.
AC-3-7168
Eve. Phone AC-3-1936

See our TV parade of homes on Channel 10 every Sunday 11:30 to 12:00 a.m.

$20,500
NEW 3 BEDROOMS
2 BATHS
FIREPLACES
IMMEDIATE POSSESSION
BEST VALUE ON POINT!
TERMS TO SUIT

FAMILY HOME
$17,500
Well located 3 bedroom with patio, enclosed yard, large rooms, partially carpeted, disposal and dishmaster. We're sorry we can't offer you a fantastically low down but we can assure you of real solid value and a fair selling price.

Devereaux-Scull Co.
Realtors Since 1925
1002 Rosecrans AC-3-1621

OWNER TRANSFERRED!!
2 B.R. stucco, built '48 excellent location, beautifully landscaped, brick patio. In-Service small dn. $11,600.

MONEY MAKER!!
9 furn units. Always rented. Inc. $563 Mo. $35,000. $15,000 Dn.

LOUISE B. COCHRAN, Rtlr.
4026 Wabaska Dr. AC-3-1619

OPEN DAILY 1 to 5
4534 ALHAMBRA
GORGEOUS SUNSET CLIFFS, 3-B.R. 2-BATH, ALL ELEC. KITCHEN $26,750.
GARNET REALTY
REALTORS
4741 Voltaire
AC-3-1602 Eves. AC-3-3259

Real Estate

POINT LOMA SELECT

PANORAMIC VIEW OF BAY AND CITY from this engaging Calif. modern home. 1951 built 3-B.R., 2-bath, entry. 20-ft living room, fireplace, 18-ft. dining-keeping room. Natural redwood kitchen mahogany detailed interior. 2000 sq. ft. plus hobby room. This home is EXCEPTIONAL at only $32,500.

LOOK! 3-BEDROOM. $14,950. In the LOMA PORTAL AREA. Just 2½ years old and immaculate in every detail. An outstanding value. F.H.A. In-Service. $1800 down. BETTER CALL EARLY!

A Winsome ALLWOOD 2-bedroom home just loaded with charm and individuality. Combed pine interior beamed ceilings, picture window. This you MUST SEE! Only $12,500. Excellent financing.

Robert Crooks Co.
REALTORS
2125 Poinsettia Drive
AC-3-7121 AC-2-866

THOROUGH-BRED MODERN
3 bedrooms, 2 baths, patio off every room, fireplace ,open beamed ceilings. Huge master bedroom and bath off to one side for privacy. Excellent neighborhood, some view. Brand new. $20,500.

SMALL, SWEET, SELECT
2 bedroom stucco with magnificient view of the harbor and city. Wood burning fireplace, carpeting, garage, fruit trees. Only $13,000.

OCEAN BEACH INCOME
Comfotable 2 bedoom view home plus new luxury view apartment on 50x-40 ft. walled lot within walking distance of stores and schools. Double garage. Fruit trees, $16,000.

RAINBOW REALTY
4785 Narragansett Ave.
AC-3-1668

$8750. 2 on 1 Annual inc. $1284.

$9500. 1 B.R. Cottage, 50x125 cor. $2500 down. Terms. R-4.

$9300. Adorable cottage 2 b.r. Wall to wall carpet, fireplace.

$13,500. Furn. Duplex good income.

$24,000. 4 units furn. $280. mo. inc. $5,000 may handle.

SALESMAN WANTED

LISTINGS WANTED
We want your OCEAN BEACH AND PT. LOMA LISTING. We WILL advertise it, in Five separate papers.

BERT W. WENRICH
Ocean Beach
2029 Bacon AC-2-8425

"HAWAII CALLS"
Most beautiful living patio on Point Loma in the Hawaiian manner. 2 B.R.s plus den, 2 bath. SEE AND BE ENCHANTED

SEE AND BUY
Panoramic view of San Diego & Bay near Fleetridge. 3 bedrooms and den, 2¼ baths, den converts to fourth B.R., drapes and carpets included. Large lot 120x100 Owner anxious to sell this 5 year old property.

VIEW LOT
50x140 for quick sale, $3,950.

POINT LOMA REAL ESTATE
1057 Rosecrans AC-3-1234
AC-3-6859 - AC-2-8659 - AC-2-4869

PT. LOMA
CAZA PARA VENDER
Co duas quartas de cama, co quarto do benho i meio benho na loja. perto do bus i das lorjes. $10,500.
MILNER REAL ESTATE
2931 Carleton
AC-3-6201 AC-3-9916

Real Estate

BAYSHORE REALTY

LOMA VALLEY SPECIAL
3 BDRMS., 2 BATHS
$17,750—TERMS
A roomy near new home. Large kitchen, central heat. Extras. Out of town owner has reduced price below duplication cost.

OPEN DAILY 1 to 5
1640 CHATSWORTH BLVD.
2 Twin bedrooms, beautiful den, tip-top condition thru out. Loads of extras, super patio, fruit trees, good financing.

PT. LOMA HEIGHTS
3 BIG BDRMS., $16,950
Fine fenced yard, barbecue, patio, excellent family neighborhood, close to schools, bus & shopping. Owner transferred. A real value.

2-B.R.—OCEAN VIEW
$11,950—F.H.A. TERMS
Fine patio. Excellent neighborhood. 4500 block Orchard Ave.

Silver Gate School
3 BDRMS. & DEN MODERN
Fine family neighborhood, 2-car garage, central heat and
ONLY $16,950
GOOD TERMS.

OCEAN BEACH
INCOME BARGAIN
2-1 Bedroom houses. Close to all. Only $10,500. Owner wants offer.

OCEAN BEACH
5 DELUXE 2 B. R. UNITS
4 units bring in $320 per month. Extra large view apartment for owner. REALLY NICE.

BAY SHORE
4222 VOLTAIRE
AC-3-7141 Eves AC-3-0604

BUSINESS IS GOOD!
BUT WE NEED YOUR LISTINGS!
OUR 5-POINT SERVICE INCLUDES:
(1) Expert evaluation of your property to bring today's TOP DOLLAR.
(2) Finance information to insure maximum loan commitments.
(3) An advertising program geared to produce qualified buyers.
(4) Hold daily "Open House" unitl sold if you wish.
(5) Careful follow-up Service during Escrow period.
REMEMBER APRIL, MAY AND JUNE are BEST SELLING MONTHS. CALL RIGHT NOW!
CARL ACKERMAN, Realtor
"FINE PT. LOMA HOMES"
1259 Rosecrans St. - AC-3-3174

OCEAN BEACH INCOME
3-1 B.R. houses on 75x140 R-2 lot. Double gar. Lots of room for more units. Inc. $182.50. Full price, $15,900.

WILL TRADE EQUITY for small Ocean Beach home. For deluxe units 2-2 b.r., 2-1 b.r. four gar. Inc. $310.

CUTE DUPLEX
1-2 B.R. and 1-1 B.R. fenced, landscaped, charming patio. Laundry room with washing. Inc. $150.

AMELIA BRADLEY, RTLR.
1855 Sunset Cliffs Blvd.
AC-2-4696 AC-2-6077
Eves. AC-2-8752

THE PENINSULA NEWS BOOSTER SLOGAN CO NTEST

$312.00

— IN —

MERCHANDISE and SERVICES

WITH THE

SPONSORING ADVERTISER OF YOUR CHOICE

SAVE TIME AND MONEY SHOPPING IN THE PENINSULA AREA

Rules of the Booster Slogan Contest

1. Any person is eligible except members of families or employees of The Peninsula News.
2. Locate the "Hidden" Word found in each column. These words will be changed into a new location somewhere among the ads each week. Work from left to right.
3. Write your entry along the same theme as the words compiled. Bring or mail to the Peninsula News office .
4. The Peninsula News will have your entry impartially judged and award a Credit Certificate worth $12.00 to the winning contestant.
5. Any contestant may submit more than one line, if desired.
6. This contest closes at 5 p.m., Tuesday. All entries must be in the office by that time.
7. In case of ties, identical prizes will be awarded to all tying contestants. The decision of the judges will be final.

Print or plainly write the "Booster Slogan" on next line:

.....

Your rhyme or paraphrase on this line.

.....

.....

Name..... Phone.....

Address..... Occupation.....

Bring or mail this coupon or duplicate on plain paper or post card to The Peninsula News Office. All entries must be in our hands by 1 p.m. next Tuesday. A $12 certificate will be awarded best judged entry.

More than 13,000 Families Read the Peninsula News Every Week

Copyright 1954 W. J. Rankin

LAST WEEK'S WINNER:
MRS. G. E. BASICH
4581 Osprey St., Ocean Beach
Winning Slogan:
"For high quality and fair dealing, follow the trend,
Shop near home where your merchant's your friend."

USE THIS RELIABLE DIRECTORY AND PATRONIZE THE MERCHANTS AND SERVICES FOUND LISTED BELOW

The Peninsula News will award each week for the next 26 weeks a credit certificate worth $12.00 to each eligible winning contestant—redeemable at any of the sponsoring advertisers who's ad is found listed on this page.

"CHECK THE ADVANTAGES"

This convenient Directory is composed of friendly local firms who realize that in order to maintain the patronage of resident shoppers, high quality, low cost and better service, must always be at your disposal. Hence, servce, convenience, home delivery, local telephone, are just some of the many reasons why IT PAYS TO SHOP LOCALLY.

"ENJOY THE FRUITS OF LOCAL HARVEST

You can have fun and become better acquainted with local advertisers and their ads by participating in our "BOOSTER SLOGAN" Contest. In each column can be found a "Hidden" Word—combine them and you have our slogan for this week—write a brief paraphrase along the same theme as the slogan—it does not necessarily have to rhyme but must always lend to the advantages of local shopping.

EXAMPLE—"Many More Reasons Why Local Trading is Best,
Get Shopping Done with Time to Rest."

APARTMENT HOTEL

Ocean Manor Apartment Hotel
Heated Swimming Pool and Ocean Bathing, Fishing, Sundecks, Patio, Television in every Apt., Single Rooms or 1- and 2-Bedroom Apts., Electric Kitchens, Infra-Ray Heat.
1370 Sunset Cliffs Blvd. on the Beach at Point Loma Ave., AC-2-7901

every APPLIANCE & TELEVISION

Dawson Appliances & Television
Leading Brand Televisions & Appliances—RCA, Zenith.
TV Rentals
4940 NEWPORT AC-3-1614

AUTO PARTS

Midway Auto Parts
"Auto Parts'
3038 MIDWAY DR. AC-2-1176

BAKERIES

Newport Pastry Shop
"HOT CROSS BUNS"
Here's a food that's heaven sent,
For restricted diets during Lent,
On smokes and sweets you may desist,
But our "Hot Cross Buns" you can't resist!
4953 NEWPORT AC-3-3556

BEAUTY SALONS

George's Patio Beauty Salon
The newest in Spring Hair Fashions.
George Lund, Hair Stylist
1267 ROSECRANS, AC-3-1510

John's Salon of Beauty
Specialist in Personalized Beauty Services.
3013 ROSECRANS, AC-3-3487

Raymond's House of Beauty
Hairshaping, Permanent Waving, Hair Styling, Tinting, Manicuring.
"Perfect Haircuts"
1853 BACON AC-3-7328

BICYCLES AND TOYS

Gilmore's Bicycle and Toy Store
Schwinn Bicycles
Sales Service
Wheel Goods, Models, Toys, Sporting Goods.
Free Pickup & Delivery
5055 NEWPORT AC-3-3068

CAFE

Coffee Cup
Home-made pies and cakes. Complete Merchants Lunch from 60c to 75c. Also complete Luncheon and Dinner menu $1.00 to $1.70. Bring the entire family. Child plate 50c. Under new management.
1877 BACON AC-3-9327

CAR WASH

Midway Car Wash
Open 7 days a week. We give S & H Green Stamps. Soft Water and Mild Detergents. 3 Free Washes with every Polish Job.
MIDWAY & ROSECRANS
AC-2-1372

CHILDREN'S WEAR AND ACCESSORIES

Morlin's Tot Shop
Clothing, Shoes, Furniture, Toys, Layettes. 25 years experience in fitting Children's Shoes. Everything for your Child. Infant to Twelve Years.
1918 CABLE AC-3-3817

CLEANERS

Point Loma Cleaners
"A LITTLE BETTER"
Pickup and delivery service for the entire Peninsula Area.
3663 VOLTAIRE AC-3-1354

Regal Cleaners
Quality Cleaning at Economy Prices. Let us Restore, Style, Shape and Brighten your Garments at no extra charge. Drive in Parking, La Plaza Shopping Center.
1854½ BACON AC-2-9028
comparison

CURTAINS & DRAPERIES

Joniaux Curtains and Draperies
The most Complete Curtain and Drapery Shop in the Ocean Beach area. Ready-made Curtains and Draperies, Bedspreads, Rods, Shades, Venetian Blinds, Accessories, Cornices, Slip Covers. Free estimate in your home. Up to 90-day accounts. No extra charge.
1851 BACON AC-3-5465

DANCE CLUB

Rock & Roll at Rosey's
Jam Session Every Sunday Night, with Dick Ryan's Band. Don't miss Jitterbug Contest every Thursday Night. Welcome—No increase in prices.
2228 BACON AC-3-9256

ELECTRICAL CONTRACTORS

C. O. Carl & Son
Wiring, Fixtures, Repairing Quality work our Specialty. 32 years serving the Peninsula Area.
2223 BACON AC-3-1919

Scotch Electric
Maintenance, Repair, Contracting—Serving the Peninsula Area.
3020 Midway Drive AC-3-8101

FLORIST

Windy's Drive In Florist
Flowers for all Occasions—Weddings, Funerals, Corsages, Cut Flowers. Open every day till 9 p.m.
"Say It With Flowers"
3001 MIDWAY, at Rosecrans
AC-3-8177

FURNITURE NEW & USED

Bacon Street Furniture
New and Used Furniture and Upholstery, Television, Appliances. New idea for "Forgotten Rooms" is the New "Karpit Squares"—See them Today.
1884 BACON AC-3-5071

Community Furniture
We Buy, Sell or Trade. Rental on Rollaway Beds and Floor Polishers. We give S & H Green Stamps.
4887 VOLTAIRE AC-3-5714

GARAGES

Stevenson Motors
2 and 3 Year Guarantee on Dayton Tires with 40% off Exc. Complete Automotive Repairs. Expert Body and Fender Repair.
1955 BACON AC-3-7144

Wheatley's
Wheatley's Foreign and Domestic Car Repair. Complete Richfield Service. Now serving the Beach Areas.
1946 BACON AC-3-0796

proves.

HARDWARE STORE

Schoen's Hardware
HOUSEWARES — GIFTS
TOYS
4827 NEWPORT AC-2-6091

INSURANCE

Jos. L. Richardson Company
Complete
INSURANCE
Service
1859 CABLE AC-3-3679

JEWELRY STORE

Smith & Son
Jewelers Since 1873.
3rd Generation of Watchmakers.
Our watches include these top names— Longines, Wittnauer, Hamilton, Elgin, Universal, Wyler.
4831 NEWPORT AC-3-0718
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LAUNDRY & DRY CLEANING

Pacific Services
Now open—Our New Branch Laundry and Dry Cleaning—4 Hour Service. Expert Alterations of all types.
Quality Shoe Repair
1910 ROSECRANS, AC-2-6060
(Near Gate 6 NTC)

LADIES' READY TO WEAR

Gordon's
Dresses—Juniors 7 thru 15; Regulars, 10 thru 20; Half Sizes 12½, thru 24½. Also complete Maternity Dept. If your husband stops looking at you, Start looking for us.
4992 NEWPORT AC-3-5277

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Peskin's Superette Market
Your Friendly Neighborhood Grocer — Complete Market Service. Finest Quality Meats. Lowest Prices. Fresh Fruits and Vegetables, Frozen Foods, Household Necessities, Magazines.
4705 PT. LOMA corner Ebers

MEN'S STORE

Art's Store for Men
Ocean Beach's Exclusive Men's Store. Our Expansion Event Slashes Regular Prices—Slacks, $14.95 value, only $5.95; Sport Shirts, $7.95, now 2 for $5.00. Many other values.
4920 NEWPORT AC-3-8408

MOVING & STORAGE

Ocean Beach Transfer & Storage
Local, Statewide—Furniture, Pianos, Refrigerators. Serving San Diego and Surrounding Areas.
5040 NEWPORT
OFFICE AC-3-3271
(After 5:30 p.m. and before 8 a.m., call AC-2-7260.)

NURSERIES

Blue Pacific Nursery
Serving the Entire Beach Areas — Trees, Shrubbery, Fertilizers, Insecticides, Bulbs, Seeds, Plants. Bring Bulbs, Seeds, Plants. The Best In The West.
We give Action Stamps.
Free Delivery Service.
4850 NEWPORT AC-2-1151

PET SHOP

Blue Pacific Pet Supply
Everything for your Pet—Parakeets and Cages. Select Gold Fish and Bowls. Rental Pet Library. Gov't. Inspected Horse Meat. See our Greater Hill India Mynah Birds. They Talk.
4828 NEWPORT AC-3-0605

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Caporicci's
We Welcome those who enjoy Pizza at its best, or Delicious Spaghetti. Another Specialty is Torpedo Sandwiches—they are good.
2244 BACON AC-3-9526

local

PLUMBERS

Day & Nite Plumbers
Since 1907
Plumbing, Heating, Repairs
Disposals
Automatic Water Heaters
3006 BARNETT AC-3-8189

Peck Plumbing & Supply
Water Heaters, Appliances, Emergency Repairs, Contracting, All Steel Kitchen Cabinets, Formica Drainboards, Garbage Disposals.
4859 VOLTAIRE AC-3-1737

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Zeke's Farmhouse
The Most Unique Poultry House in the West—Get your pickuns of Eggs and Chickuns. Try our Fresh Country Eggs. Red Fryers, Parts, Turkey and other fowl. Antiques and Health Foods. Homemade Jams. Visit our 1890 Country Store.
4805 VOLTAIRE AC-2-1626

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Bay Shore Realty
IF YOU WANT TO SELL OR BUY A PENINSULA HOME, See BAYSHORE REALTY for DEPENDABLE SERVICE.
MEMBER OF
Point Loma-Ocean Beach Multiple Listing Service
4222 VOLTAIRE AC-3-7141

Butler Realty
HOMES - BUSINESS PROPERTIES - INCOME—For Reliable Service Call BUTLER REALTY. Member of Pt. Loma-Ocean Beach Multiple Listing.
1310 ROSECRANS, AC-3-3165

RADIO & TELEVISION REPAIR

Luckey Marine Radio
Television and Radio Repairs. All Applinces Repaired. Save Money. Bring Your Set in For Faster Service.
4733 PT. LOMA AVE.
AC-2-3069

RESTAURANTS

Shelter Island's Bali Hai
BUFFET OR LUNCHEON
$1.50
Banquets, Dancing Fri. & Sat.
Tropical Waterfornt View.
Dinners from $2.00
Adolphe Rempp, Manager
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Playhouse Nursery School
Ages 2 to 6—Hours 6:45 a. m. to 5:30 p.m. Hot nutricious meals. Kindergarten, Accredited Teachers, Creative Materials for Self Development.
4678 Santa Monica AC-2-8418
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Point Loma Sea Foods
Observers of Lent will find only fresh Sea Foods at Point Loma Sea Foods. We smoke, ice and ship your fish.
(On the Bay South Side of Sport Fishing Docks)
2805 EMERSON AC-3-1109

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Ocean Beach Self-Service
Careful Dry Cleaning and Finish Laundry. Expert Dyeing of Caldye Basic Shades. Send us your most Delicate Garments. Rugs, any size washed, dried and dyed. You do it or we do it.
1959 ABBOTT AC-3-0681

Voltaire Laundromat
Drop Bundles, Self Service, Dry Cleaning, Finished Laundry. Rugs washed and dried.
4966 VOLTAIRE, AC-2-4671

SERVICE STATIONS

Martin & Annable
SHELL SERVICE
One Stop for Complete Brake Service. Soft Water Car Wash. Firestone Tires and Batteries.
VOLTAIRE at Sunset Cliffs
AC-3-7505

serves

TEXACO CREDIT CARD HOLDERS
6 Months Credit on all B. F. Goodrich Tire Purchases. No interest or carrying charges, No credit investigation. Special—Four 6.70x15 Goodrich Tires, $68.00 plus tax and trade-in.

Tom Smith Texaco
4805 W. PT. LOMA, AC-3-3853

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Hardin's Chevron Service—Atlas Tires and Batteries. One-Stop Friendly Service—OMER'S GARAGE. Careful, Dependable Automotive Repair. All makes. Satisfaction guaranteed.
4175 VOLTAIRE AC-2-6933

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SINCE 1928
Complete Car Service—General Repairing, Tune-up, Brakes, Carburetor and Distributor Overhauling. Delco Remy and Auto Lite Parts. Lubrication. Mobile Tires and Batteries, Seat Covers, Accessories.
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We will convert your outdated Double Breasted Coat into a Smart new Single-Breasted Model for only $20.00. Results Guaranteed. Men's and Ladies' Suits Made to Order. Alterations of all kinds.
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A. B. C. Cab Co.
Use Locally Owned Cabs. Anywhere 24 Hour Service. 2-way Radio for Quick Service. 5 can ride for the price of one. Low Rates. Delivery Services as near as your phone.
5040 NEWPORT AC-3-8322

TELEVISION SALES (USED

TV Liquidators
San Diego's only exclusive used Television Store. Day and Nite Service. Radio and Television Repair. All we sell is used. All makes, models and sizes. All sets completely reconditioned. Easy terms. From $29.95. Open Evenings.
3233 MIDWAY DR.
AC-3-1608

TELEVISION SERVICE

Academy TV
Service for all Makes Television, Home and Auto Radio.
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best

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Now at our Attractive New Location. See the New General Electric Portable TV for as low as $99.95. Point Loma's Largest and Most Complete Sales and Service.
1865 SUNSET CLIFFS BLVD.
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For Personalized Service
Call AC-2-5428
Hours 8:30 a.m. to 10:00 p.m.
Home Service Calls, $3.95
(Parts extra)
Fidelity Radio & Television Service
3444½ MIDWAY DR.
AC-2-5428

TELETRONICS
for the best in television and radio service
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Zenda Television
Day and Nite Service. Expert Radio and Television Repair. Tubes tested Free. Ten years servicing the Beach Area. No down payment with qualified credit. Easy terms. Open evenings. Two locations:
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TERMITE CONTROL

Harbor Termite Control
Close By
Quick Service
Point to us, We are on the Point.
your turn
AC-3-3710

VARIETY STORE

Homer's Variety
Self Service for your Convenience. Clopay Window Shades. Plastic and Washable. Bring your rollers and save. Fast Service.
4871 NEWPORT

NOEL FURNITURE

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Designed by Randolph Mohlhenrich

You are cordially invited to see our new FIRESIDE MODERN furniture . . . 33 living, dining and bedroom pieces as warm as a friendly smile!

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Polished brasses . . . decorative louvers . . . mellow copperstone birch . . . Rich heritage from yesteryear combined in cleanlined modern pieces destined to last for many tomorrows.

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SOFA from $174.95

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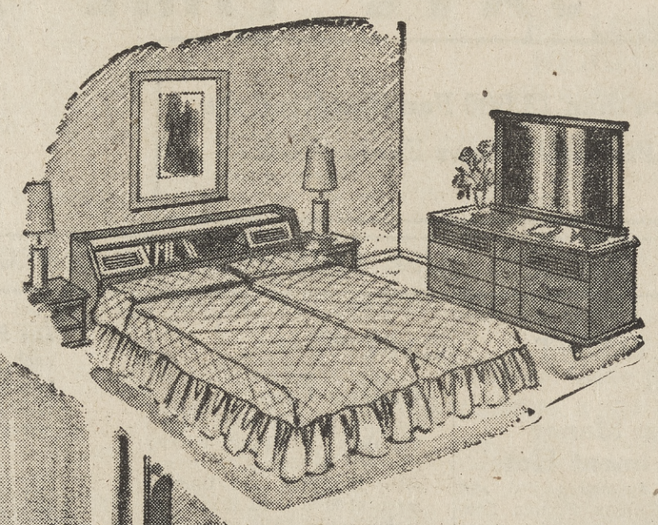

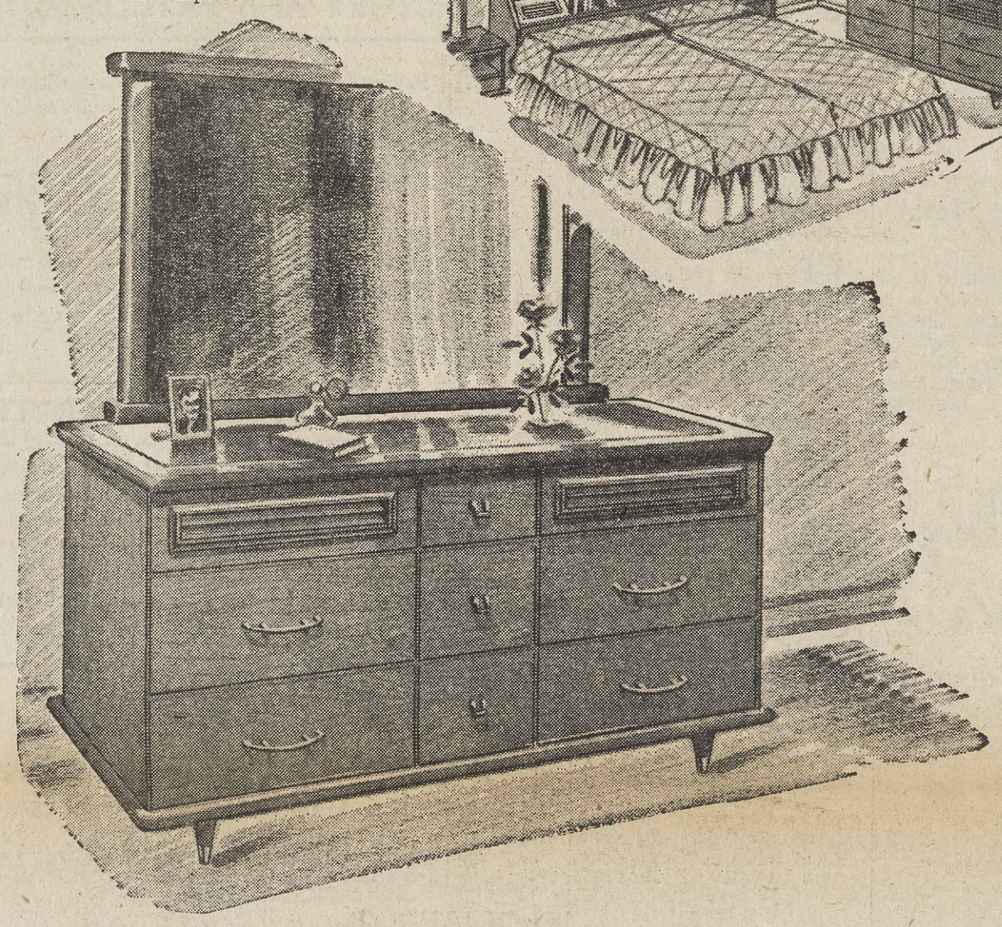

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TRIPLE DRESSER WITH MIRROR $174.95

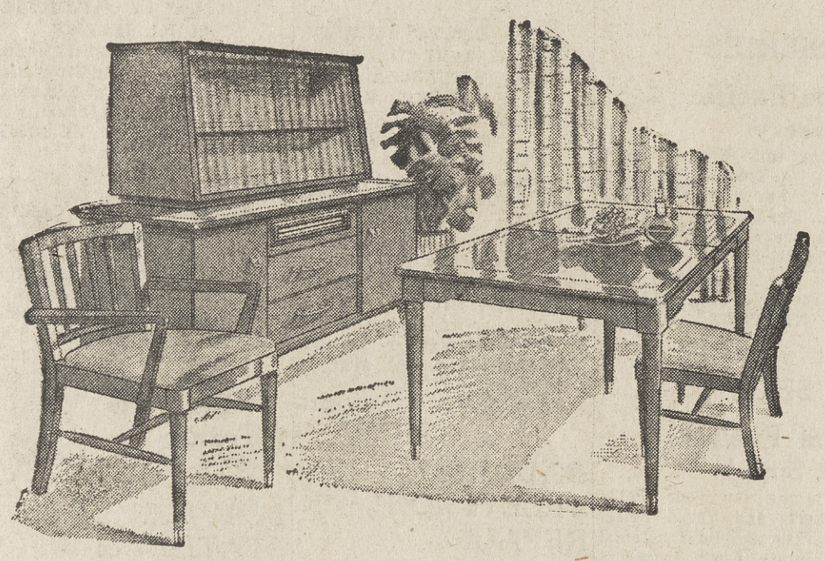

TABLE $89.95

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Fireside Modern brings to your home the friendly warmth, the unmistakable charm of gracious living plus the traditional dignity of fine design. There's a classic simplicity and graceful balance to Fireside Modern which gives you a wonderful feeling of spaciousness and freedom.

The existing elegance of polished brass and the old-fashioned charm of hand-rubbed Coppertone Birch let Fireside Modern blend beautifully with any decor, formal or casual, traditional or modern.

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Fireside Modern is built for wonderful years of pleasure and comfort. Constructed by skilled craftsmen with careful attention to those special details, with all the features essential to fine furniture.

Complete the Beauty of Your Home with Custom-Styled Draperies!

Let our decorator help you with fabrics suitable with your own setting. Stop in or call for FREE estimate and advice on color coordination!

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